

Introducing iAd Workbench

Session 604

Madhu Vudali

iAd Product Management

These are confidential sessions—please refrain from streaming, blogging, or taking pictures

What We Will Cover

- Why advertising? Why iAd?
- Overview of iAd Workbench
- Demos

You developed this app...



Your Awesome App

...users might find it in the App Store



...users might find it in the App Store

Huggable Heroes

What's Hot

Racing Games

Game Collections

Search

Editors' Choice

New and Noteworthy



Apps for Kids

Multiplayer Games

Music Discovery

Action Games

Get Stuff Done

Top Free Apps

App Collections

Top Paid Apps

Apps for Business

Apps for Parents

Travel

Big Name Games

What should you do?

You should advertise

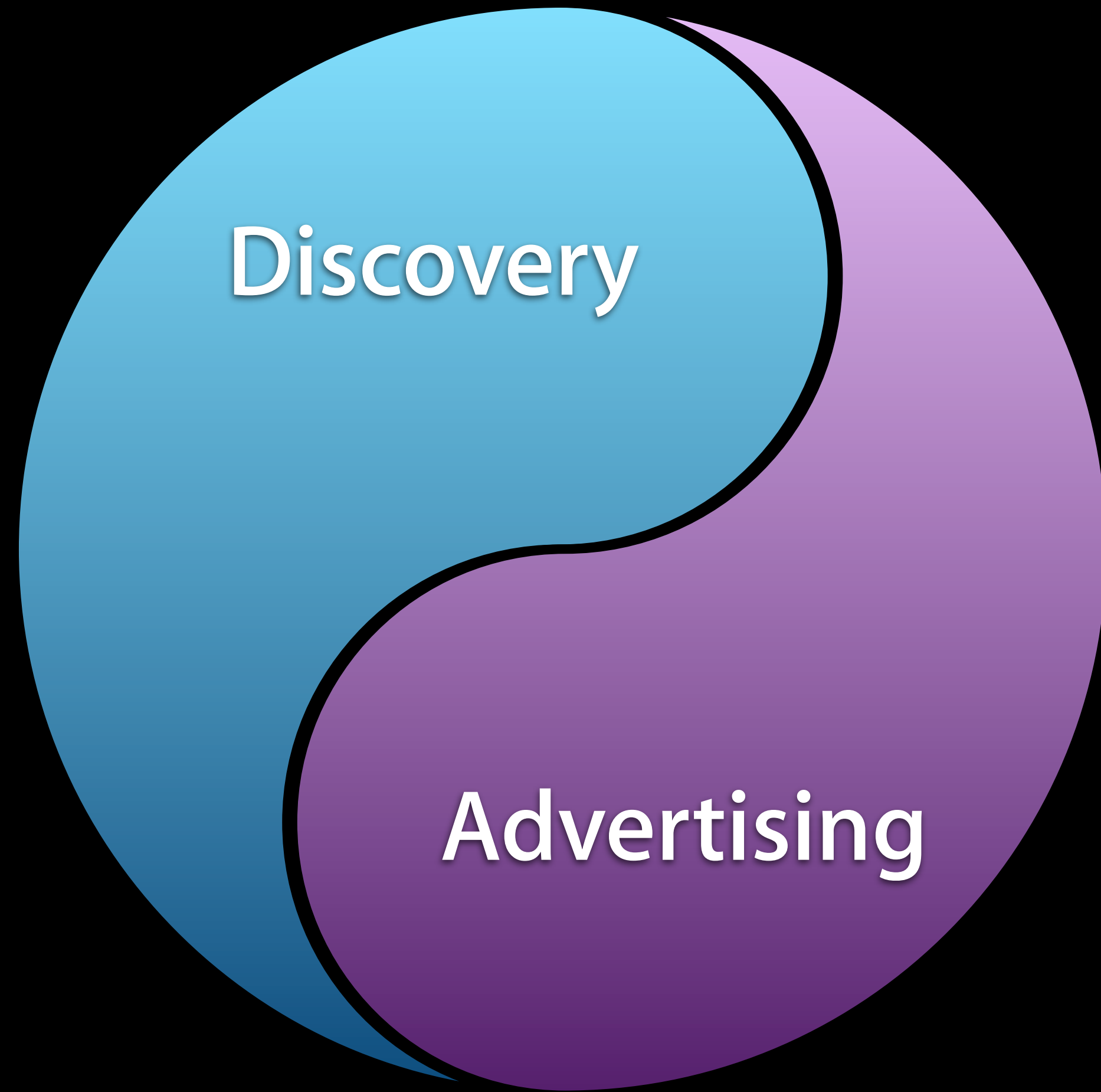
You should advertise

Users find You

Discovery

Advertising

You find Users





 iAd



iAd Workbench

Do-it-yourself campaign creation and management

iAd Workbench

Key features

 **Campaign Management**
Flight, Budget, Start/Stop

 **Auction Marketplace**
CPC Bid / CPA Goal

 **Audience Targeting**
Auto & Manual

 **Ad Banners**
Uploads & Templates

 **Analytics**
Dashboard & Drill-downs

 **Flexible Payment**
Credit Card & Line of Credit

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Apple - iAd Workbench

http://www.apple.com/iadworkbench/

Dashboard

Create, edit and monitor your campaigns.

[Create Campaign](#)

WWDC Demo Search for campaign

Campaign	Spend (USD)	Avg. CPA (USD)	Avg. CPC (USD)	Downloads
Brooklyn -Byline BB Geo Target May 26, 2013 - Jun. 30, 2013	11,552.02	1.11	0.09	1,038
Klara KL Weekends Apr. 16, 2013 - Jun. 30, 2013	12,769.82	2.72	0.21	4,695
Lite Right LR Age Gender Apr. 16, 2013 - Jun. 30, 2013	3,588.08	6.27	0.22	572
Klara Holiday Test Apr. 16, 2013 - Jun. 30, 2013	5,049.72	5.43	0.25	930



MacBook Air

Demo

Easy as 1, 2, 3!

Vineet Gossain

iAd Engineering

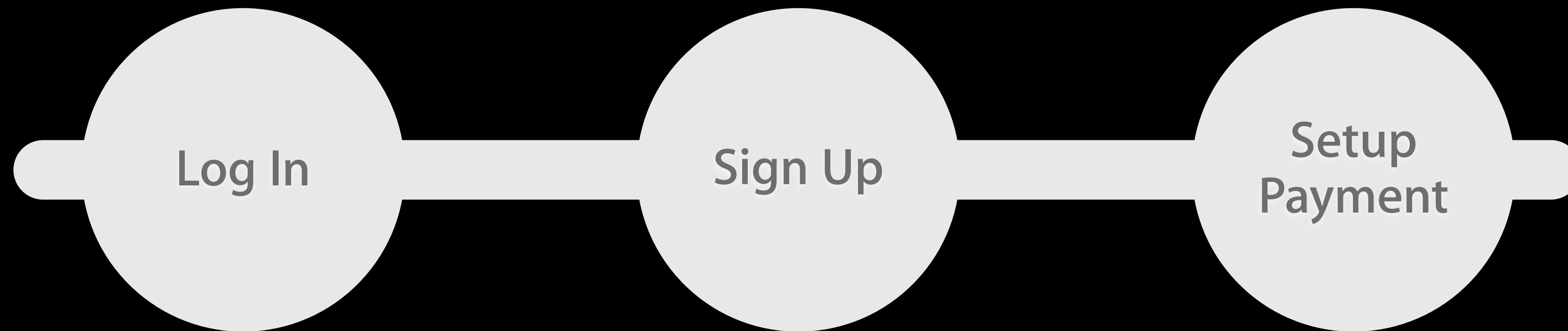
Overview

Topics

- Getting started
- Creating campaigns
- Managing performance

Getting Started

Getting Started



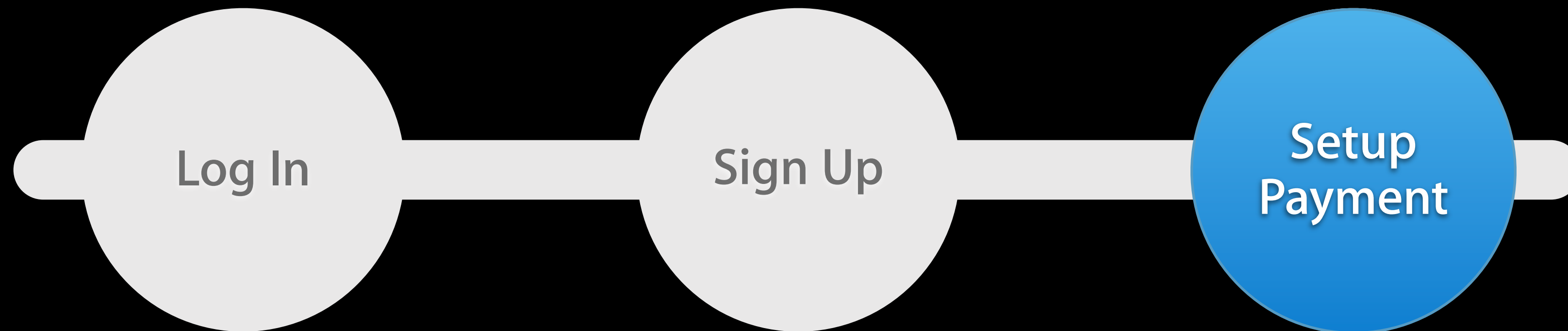
Getting Started



Getting Started



Getting Started



Getting Started



Creating Campaigns

Creating a Campaign



Creating a Campaign



Select an App

The screenshot shows the 'iAd Workbench' interface for creating an ad campaign. The main heading is 'Select an App' with the instruction 'Select an app and name your campaign.' A progress bar at the top indicates the current step is 'App Selection', followed by 'Targeting', 'Banner', and 'Summary'. The interface is divided into two main sections: '1 Choose app' and '2 Name your campaign'. In the 'Choose app' section, there are four app icons: 'Add an app' (a plus sign), 'Brooklyn Byline' (a newspaper icon), 'Klara' (a green checkmark in a hexagon), and 'LiteRight' (a camera icon). The 'Klara' app is selected, indicated by a blue border and a green checkmark. Below the app selection, the 'Name your campaign' section has a text input field for the 'Campaign Name' with the value 'Klara_ProdPack_1'. At the bottom, there are three buttons: 'Cancel', 'Save for later', and 'Next'. The footer contains links for 'Home', 'Sign out', 'Help', and 'Contact Us', along with copyright information and links for 'Terms of Service' and 'Privacy Policy'.

Apple iAd Workbench

WWDC Demo Test > Campaign Summary

Select an App

Select an app and name your campaign.

App Selection Targeting Banner Summary

1 Choose app

Select the app you'd like to promote

Filter by name

Add an app

Brooklyn Byline
iPhone / iPad

Klara
iPhone / iPad

LiteRight
iPhone / iPad

2 Name your campaign

Select a name to reference your new campaign

Campaign Name
Klara_ProdPack_1

Cancel Save for later Next

Home | Sign out | Help | Contact Us

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Select an App

Apple iAd Workbench

WWDC Demo Test > Campaign Summary

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Select a name to reference your new campaign

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Home | Sign out | Help | Contact Us

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Creating a Campaign



Creating a Campaign



Select an Audience

The screenshot shows the 'Find Your Audience' section of the iAd Workbench. At the top, the 'App Selection' step is highlighted in green, with 'MV_WWDC_1' selected below it. The 'Targeting' step is the current active step, indicated by a black dot on the progress bar. Below the progress bar, three numbered steps are listed: 1. 'Select a Targeting Option' with a description and a 'Learn More' link; 2. 'Select Campaign Flight Dates' with 'Start Date' (05/30/2013) and 'End Date' (06/06/2013) fields; 3. 'Enter a Campaign Budget' with a description and a 'Learn More' link. The budget section includes input fields for 'Budget (USD)', 'Daily Spend Goal (USD)' (set to 'Optional'), and 'CPA Goal (USD)', along with radio buttons for 'CPA' and 'CPC', and a 'Calculate' button. Below these fields are four summary boxes: 'Estimated Audience Reach' with a gauge, 'Impressions' with a dash, 'Taps' with a dash, and 'Downloads' with a dash.

Apple iAd Workbench

Home > Campaign Summary

Find Your Audience

Find the audience for your campaign.

App Selection Targeting Banner Summary

MV_WWDC_1

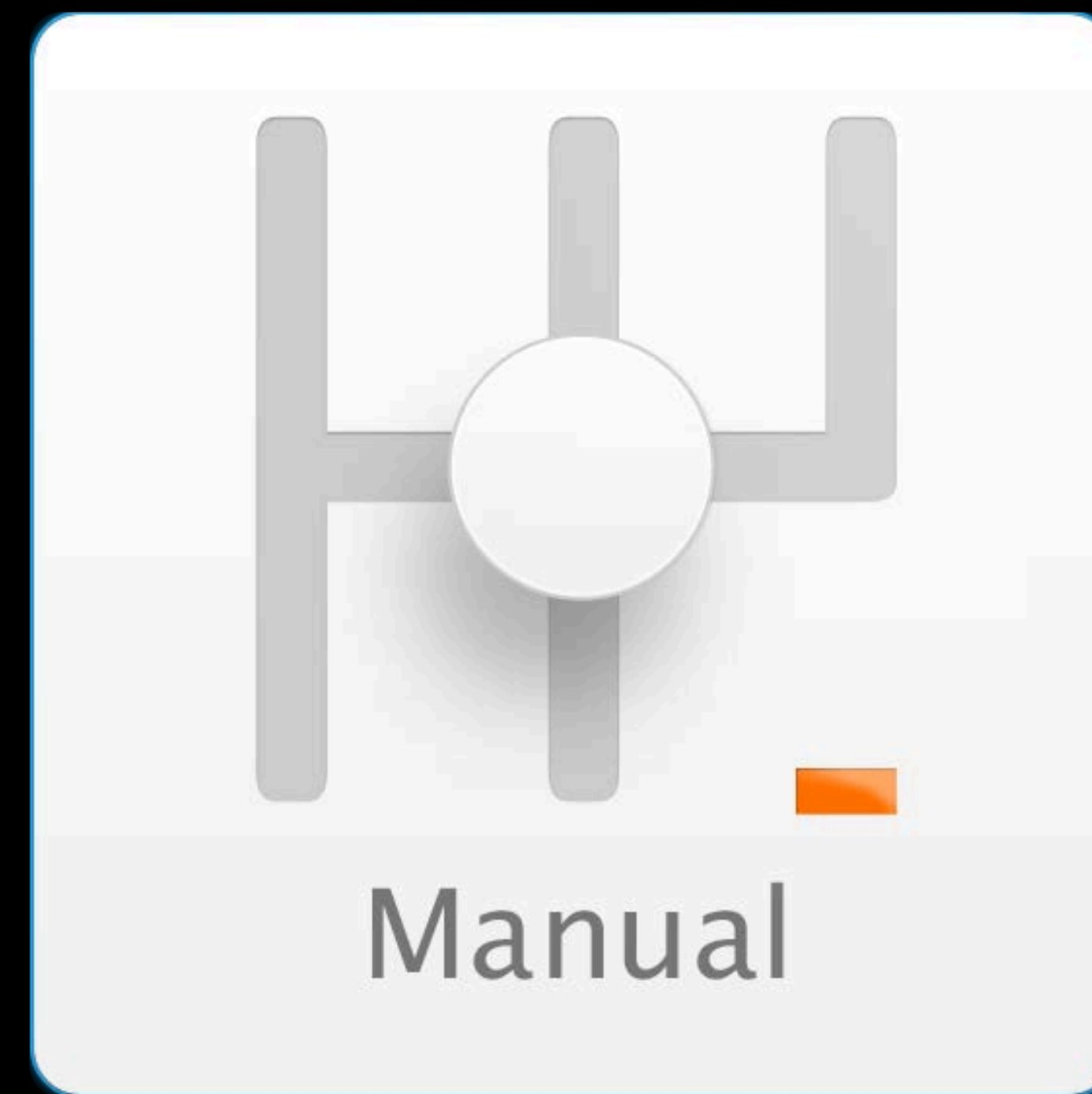
- Select a Targeting Option**
Select Auto to have iAd find the right audience for you. Manual allows you to set your own targeting preferences. [Learn More](#)
- Select Campaign Flight Dates**
Select the start and end date of your campaign.
Start Date: 05/30/2013
End Date: 06/06/2013
- Enter a Campaign Budget**
Use this tool to adjust your campaign budget and bid to meet your campaign goals. [Learn More](#)

Budget (USD) **Daily Spend Goal (USD)** **CPA Goal (USD)**

Optional CPA CPC Calculate

Estimated Audience Reach Impressions Taps Downloads

Select an Audience



Select an Audience

Auto Targeting

- Optimized audience selection
- iAd Workbench finds the **right user** at the **right time** on the **right device** in the **right app** to maximize your downloads



Select an Audience

Manual Targeting

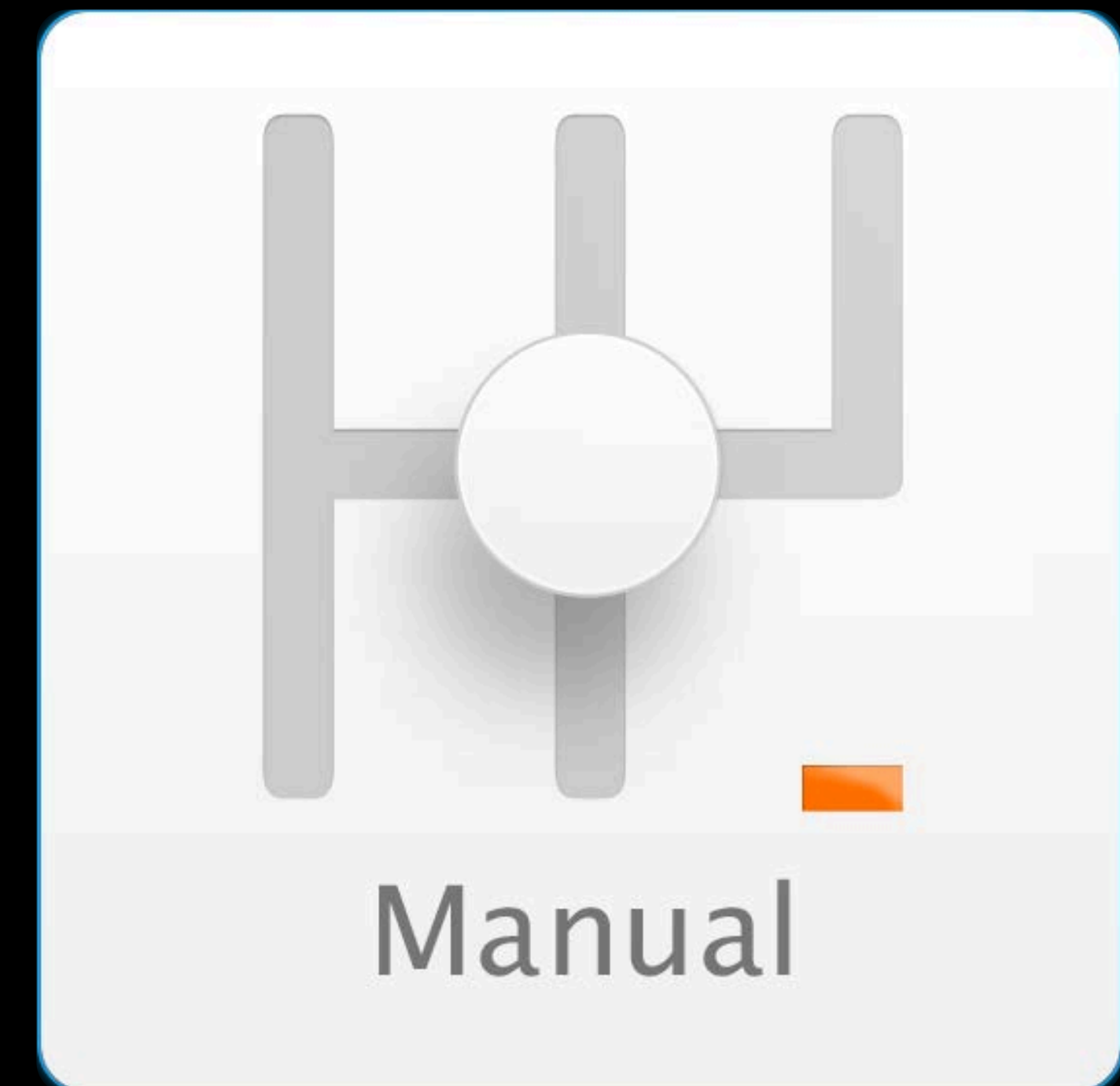
- iAd Workbench provides the options
- You pick what suits your app the best
- iAd Workbench optimizes within your parameters



Select an Audience

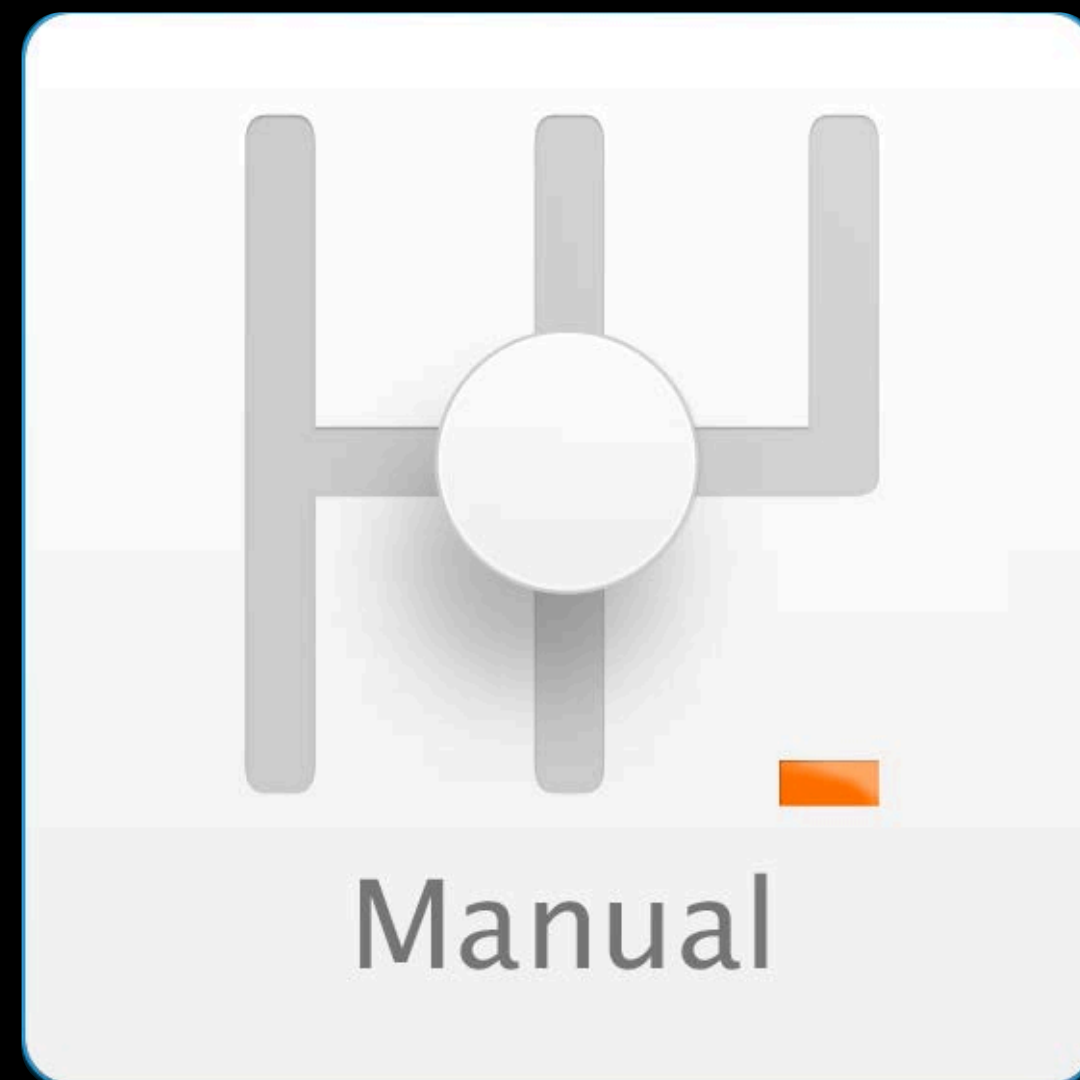
Manual Targeting

- iAd Workbench provides the options
- You pick what suits your app the best
- iAd Workbench optimizes within your parameters



Select an Audience

Manual Targeting—Options



 **Gender**

 **Age**

 **Geo**
State & DMA

 **Days of the Week**
Monday-Sunday

 **Device**
iPhone / iPad / iPod touch

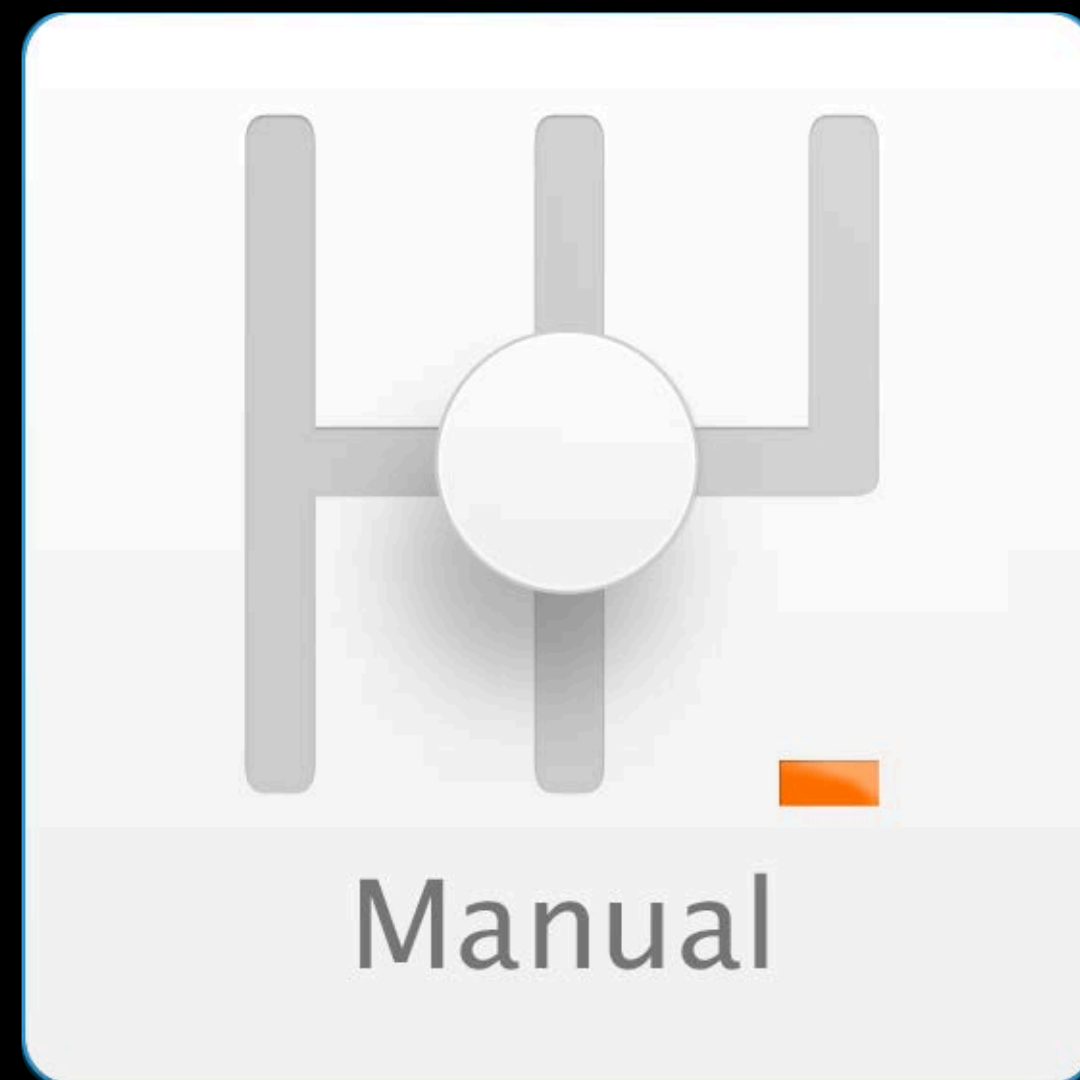
 **User Preferences**
Apps, Movies, Music, TV, Books, Audiobooks

 **App Channels**
App Store categories

 **App Rating**
Include / Exclude 17+ Rated apps

Select an Audience

Manual Targeting—Options



 **Gender**

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iPhone / iPad / iPod touch

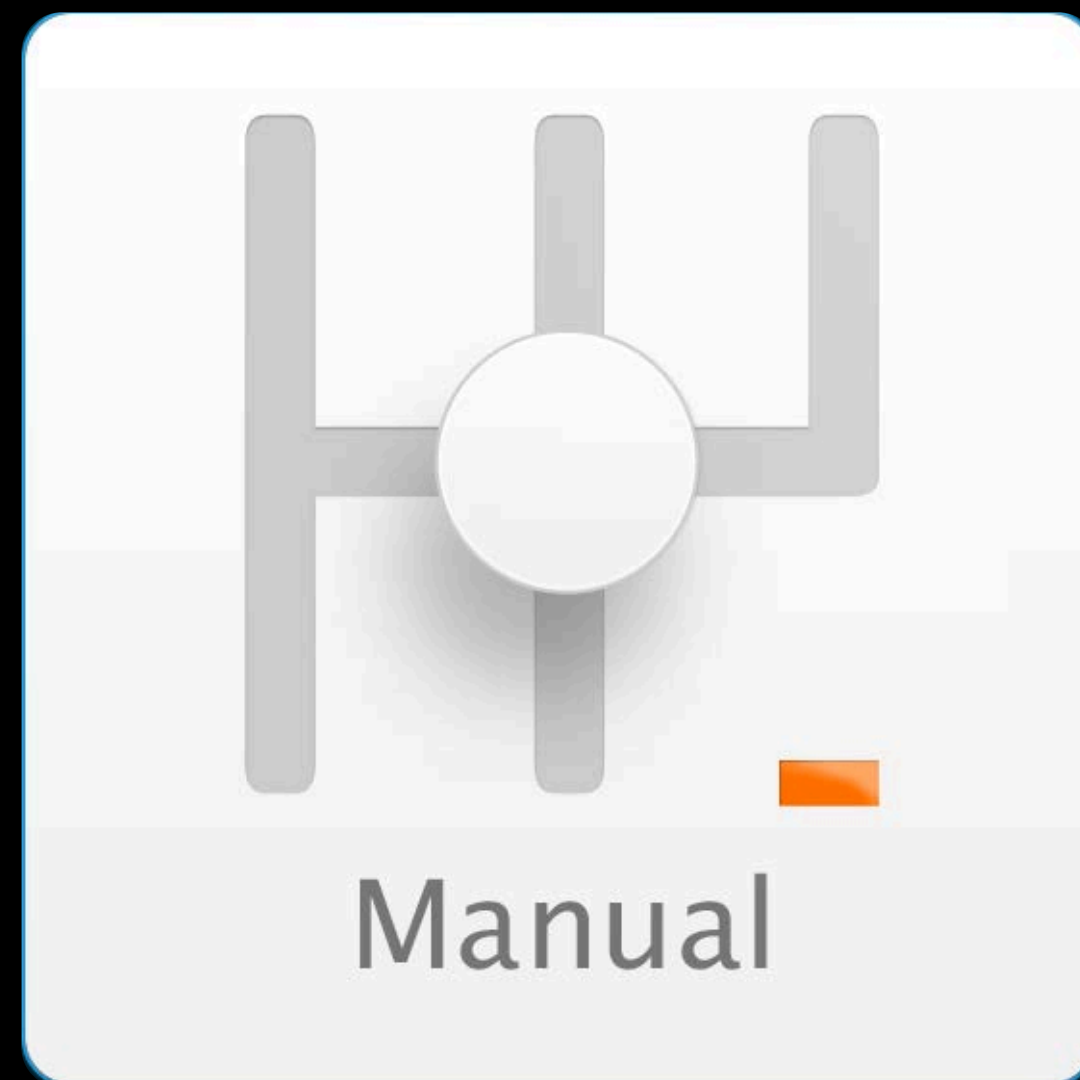
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 **Gender**

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iPhone / iPad / iPod touch

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Apps, Movies, Music, TV, Books, Audiobooks

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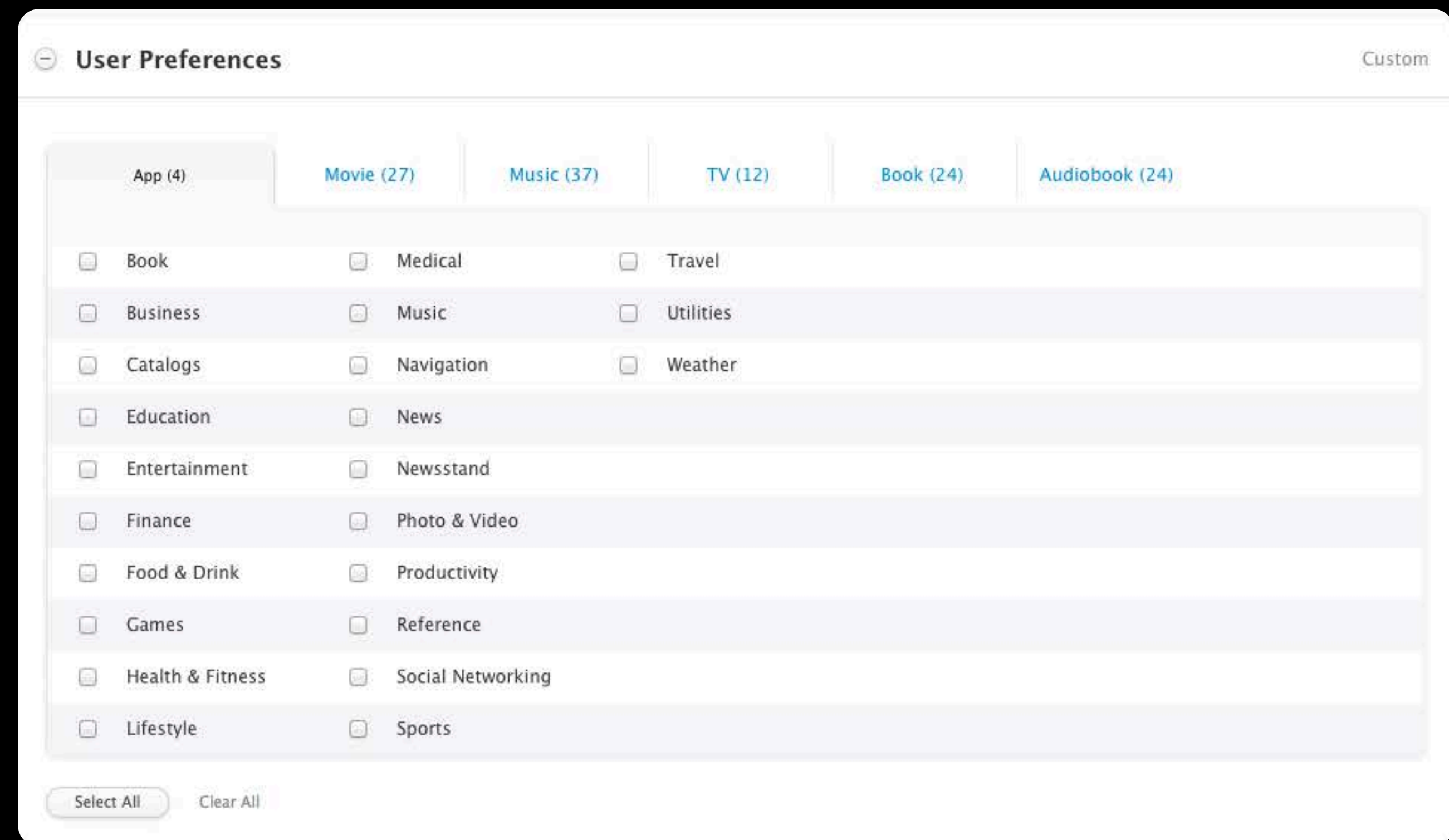
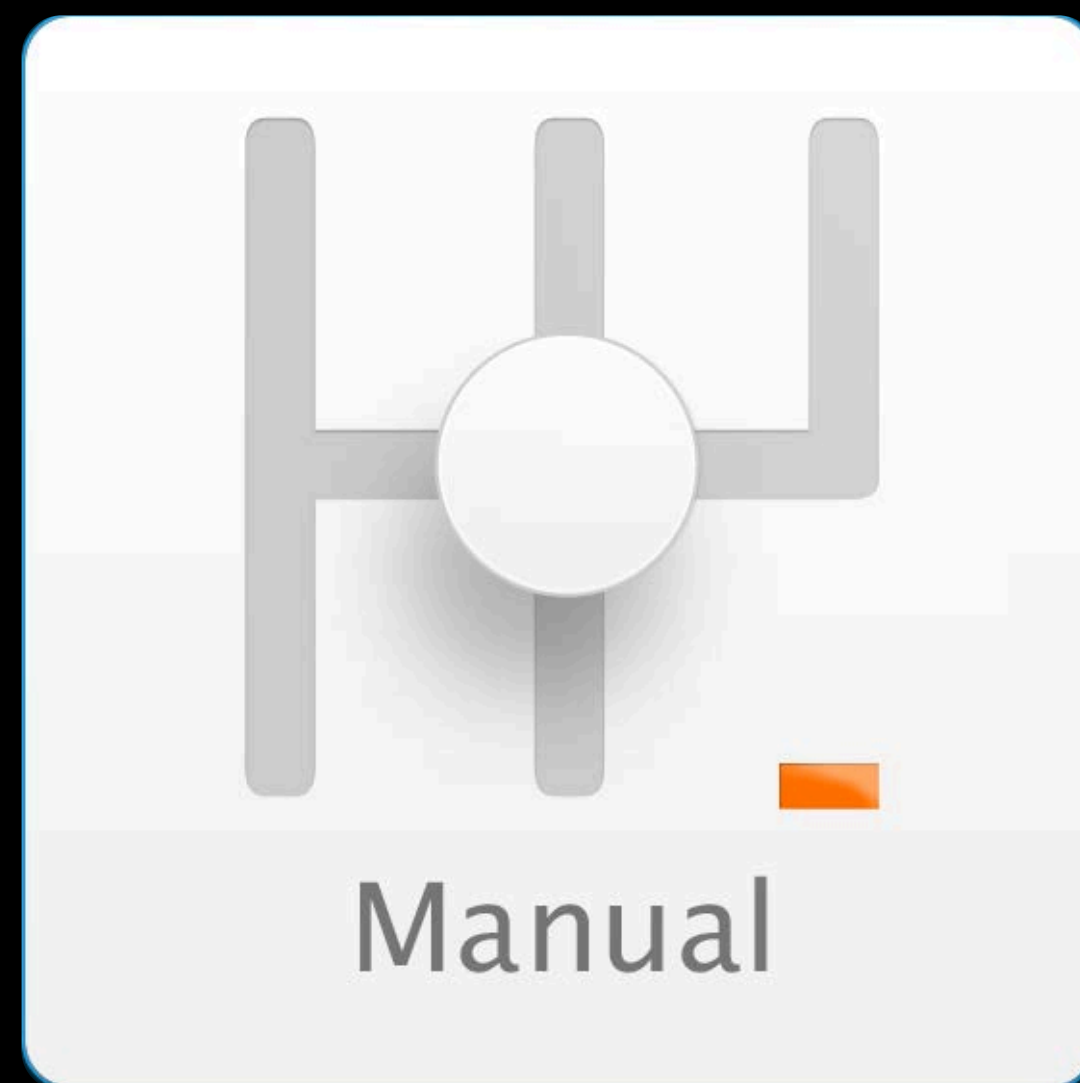
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Monday-Sunday

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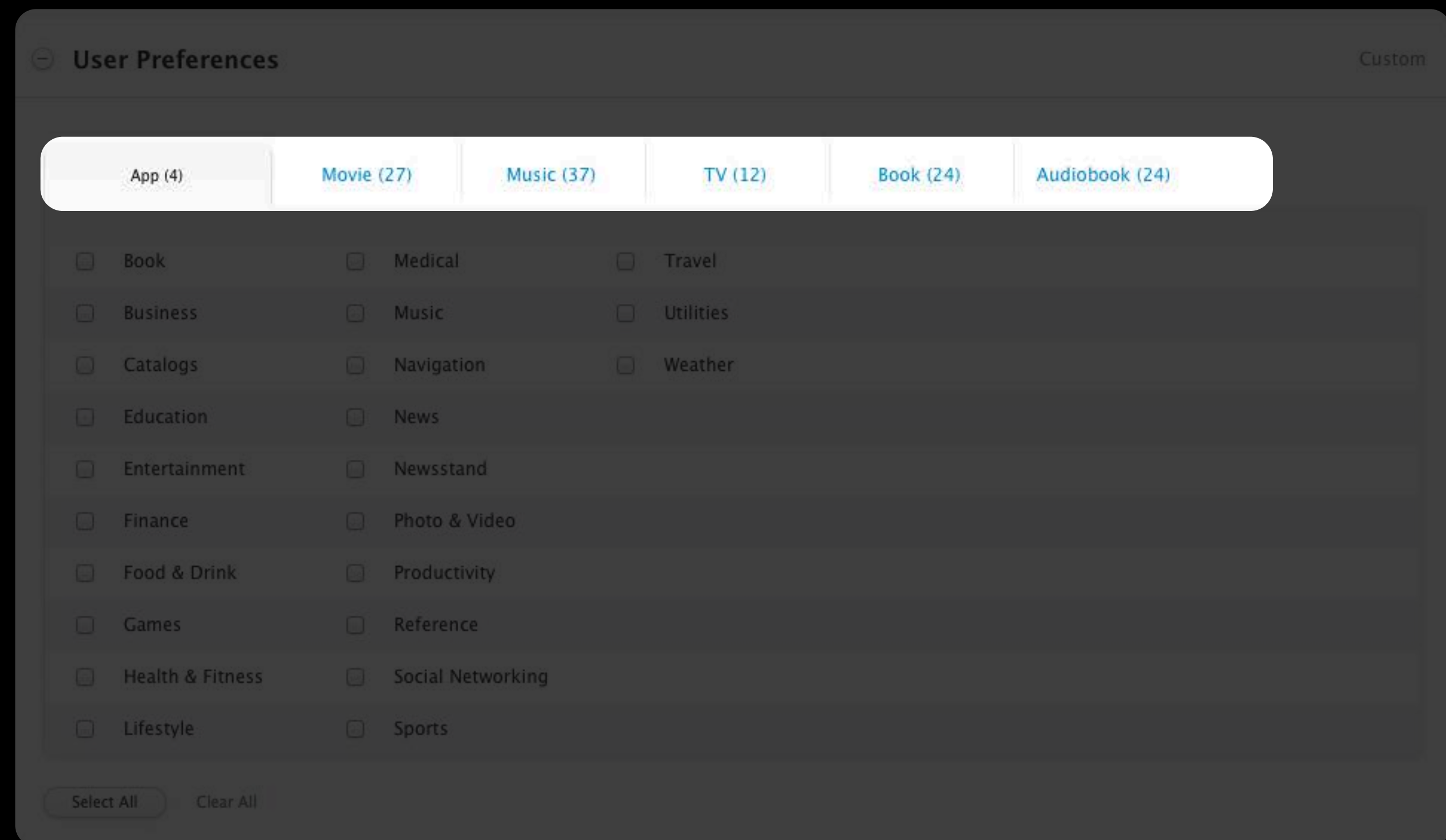
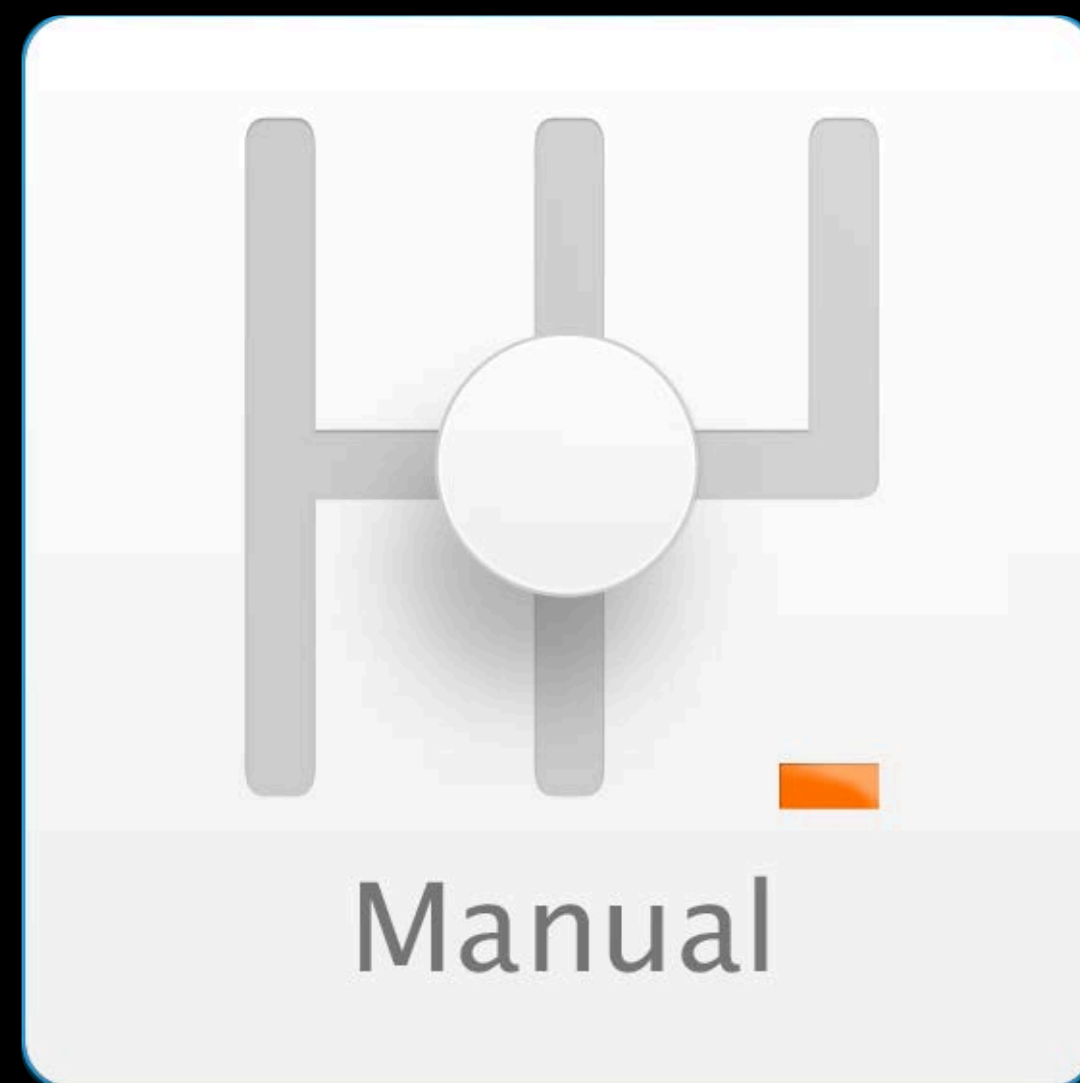
Select an Audience

User Preferences—Target based on what users download



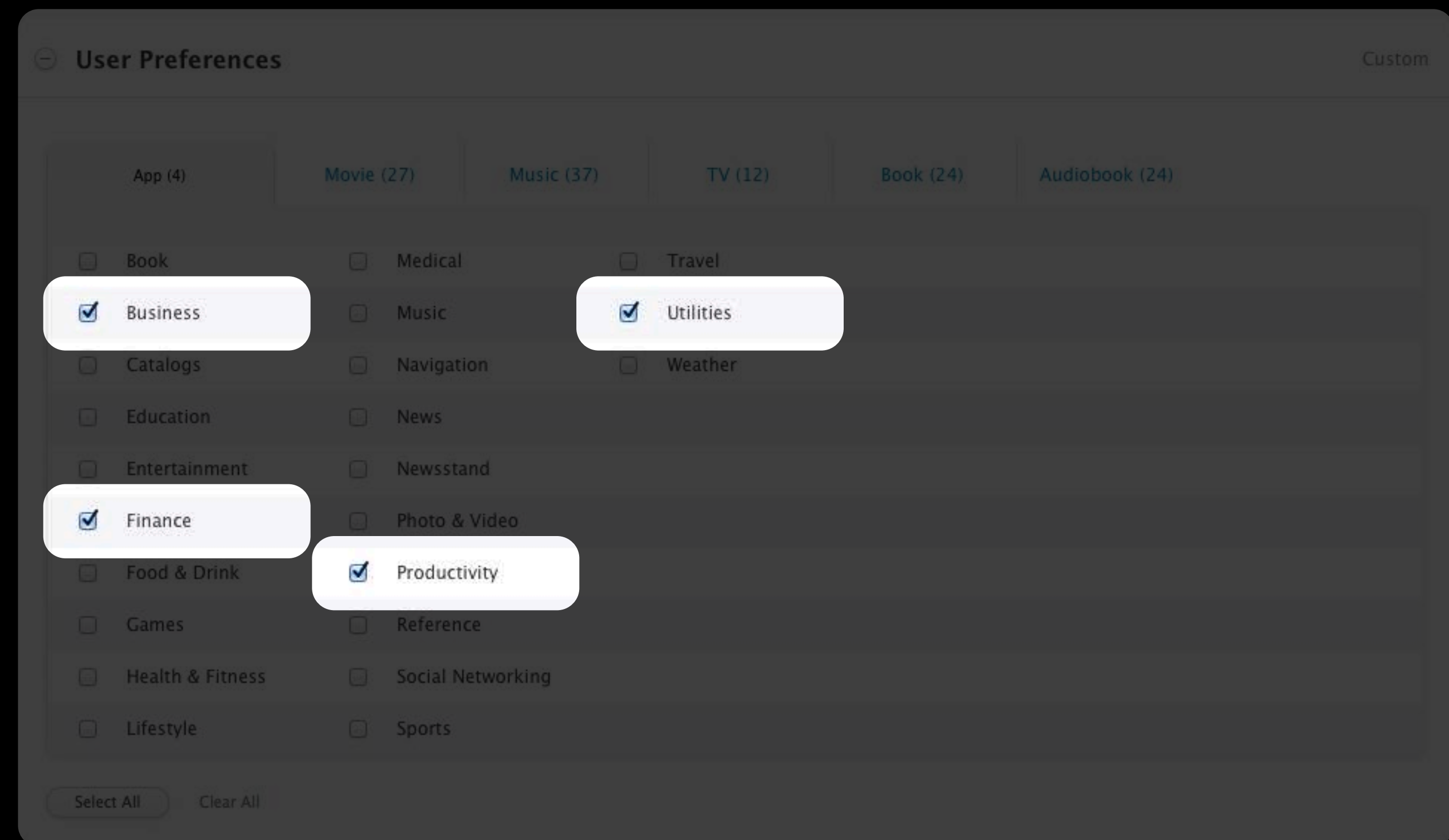
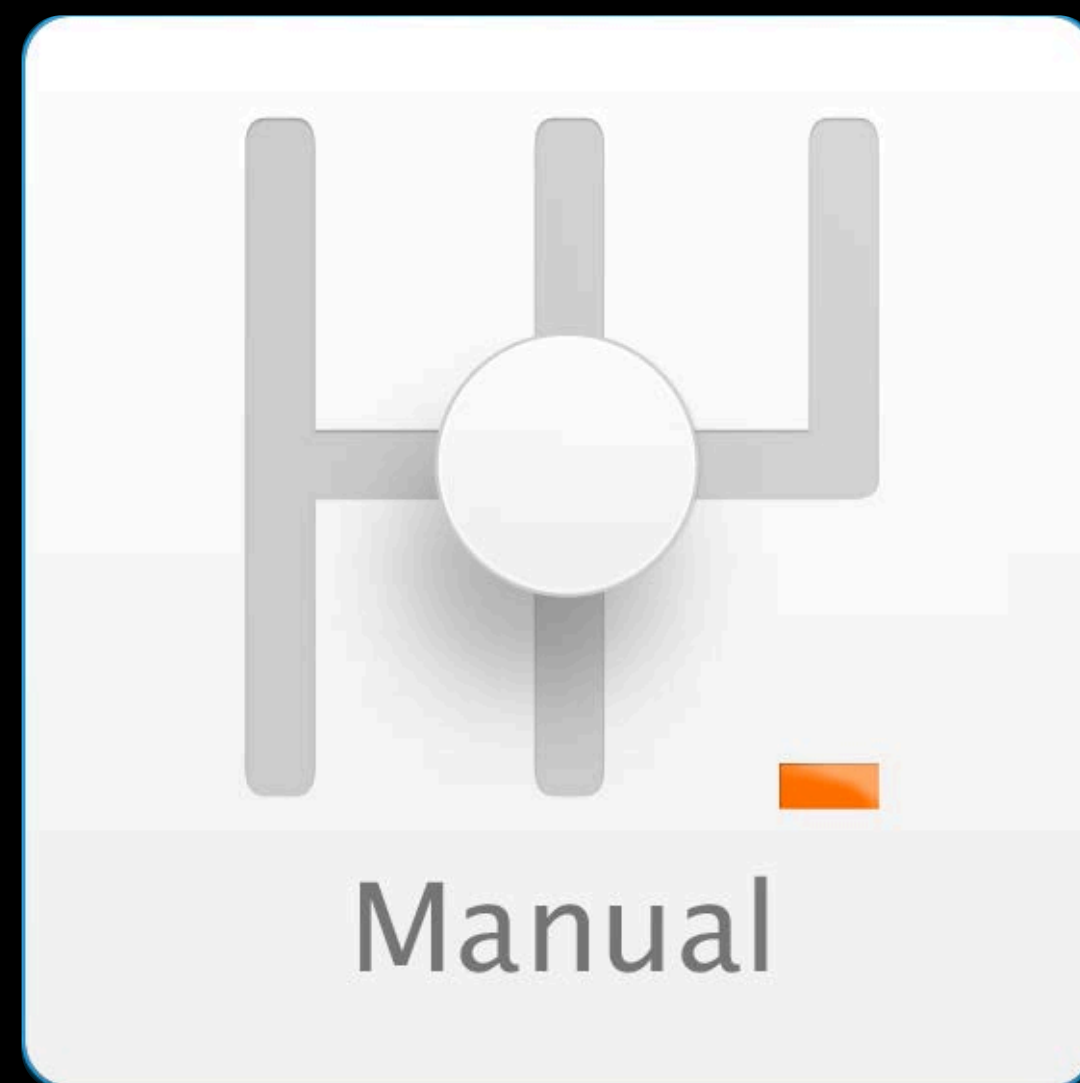
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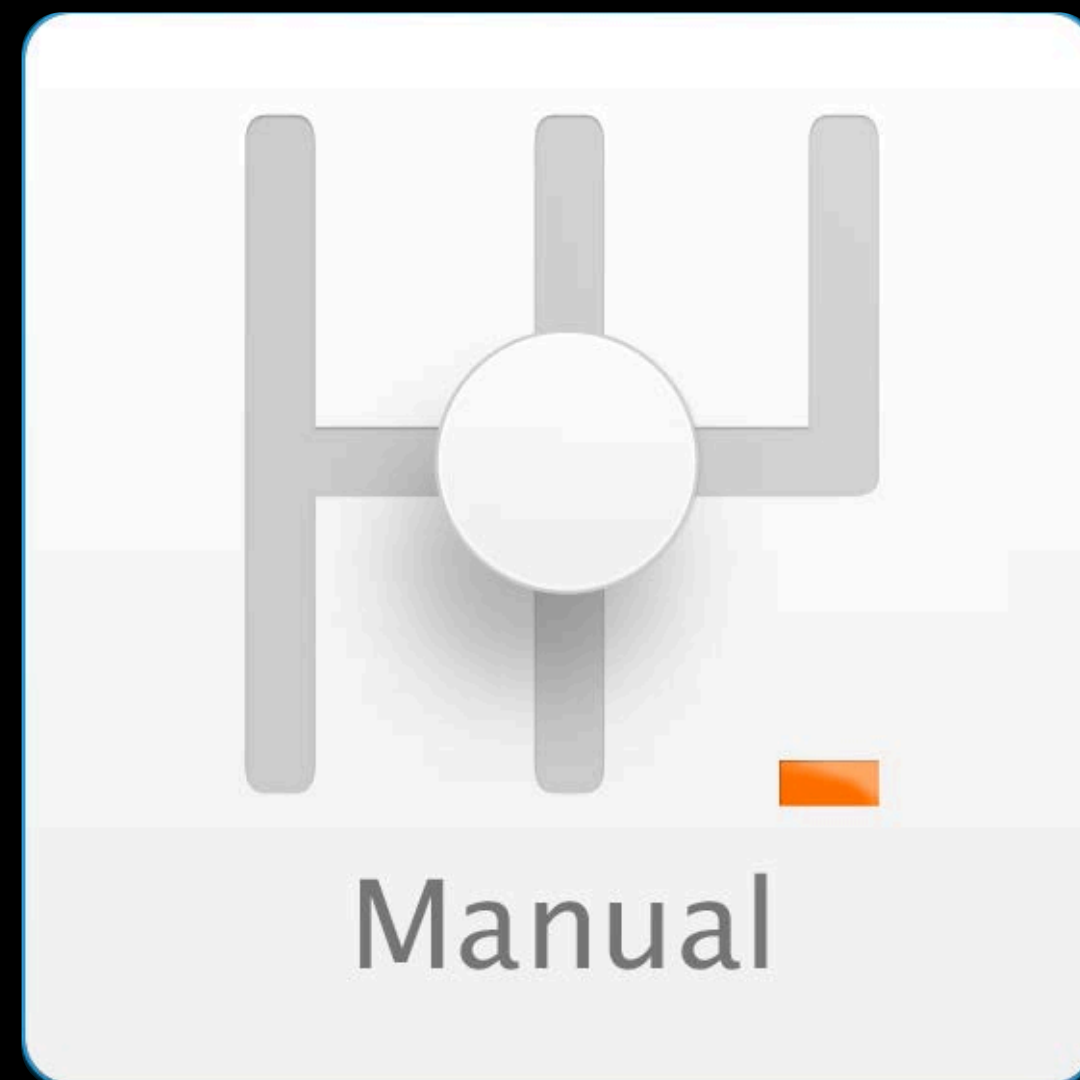
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User Preferences—Target based on what users download



Select an Audience

Manual Targeting—Options



 **Gender**

 **Age**

 **Geo**
State & DMA

 **Days of the Week**
Monday-Sunday

 **Device**
iPhone / iPad / iPod touch

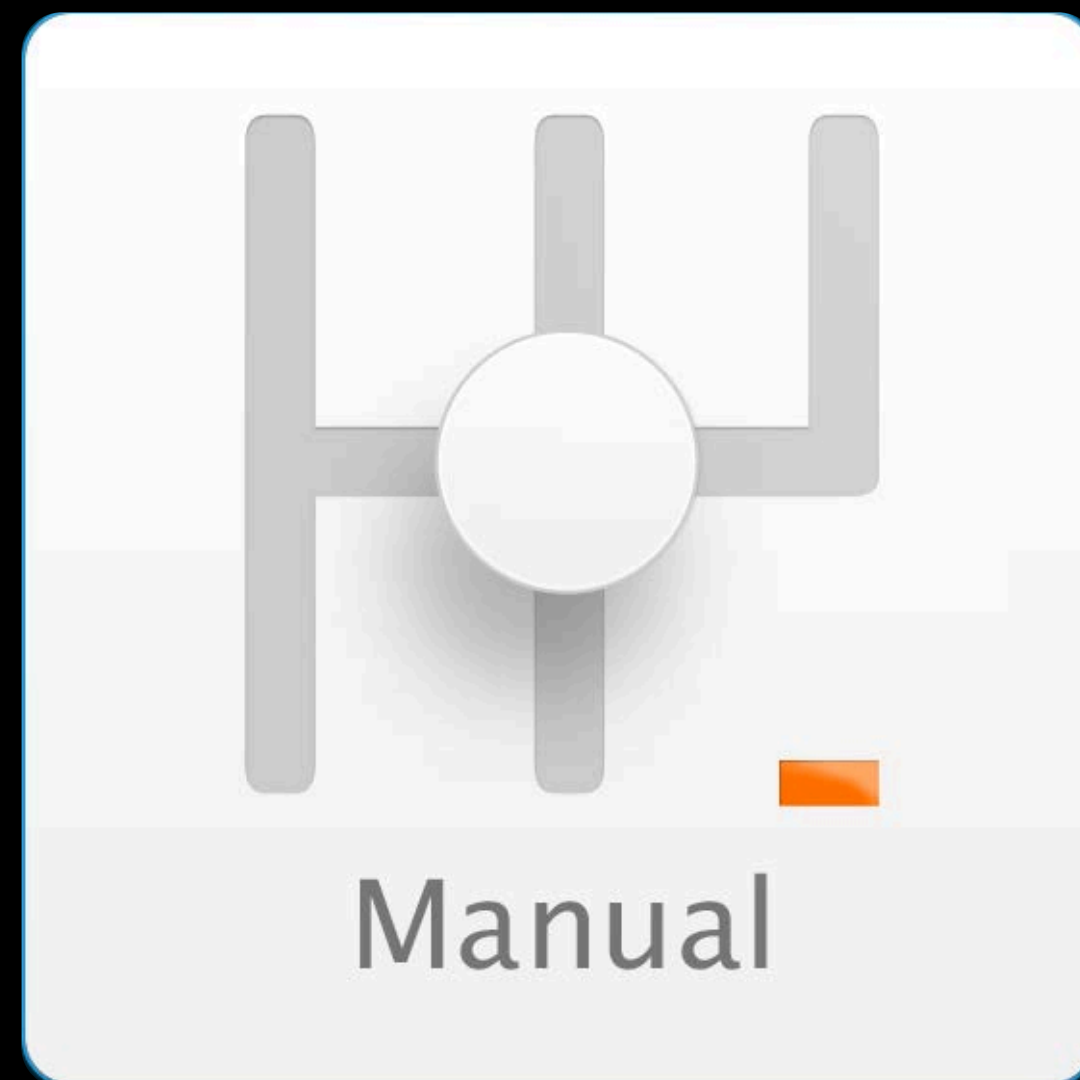
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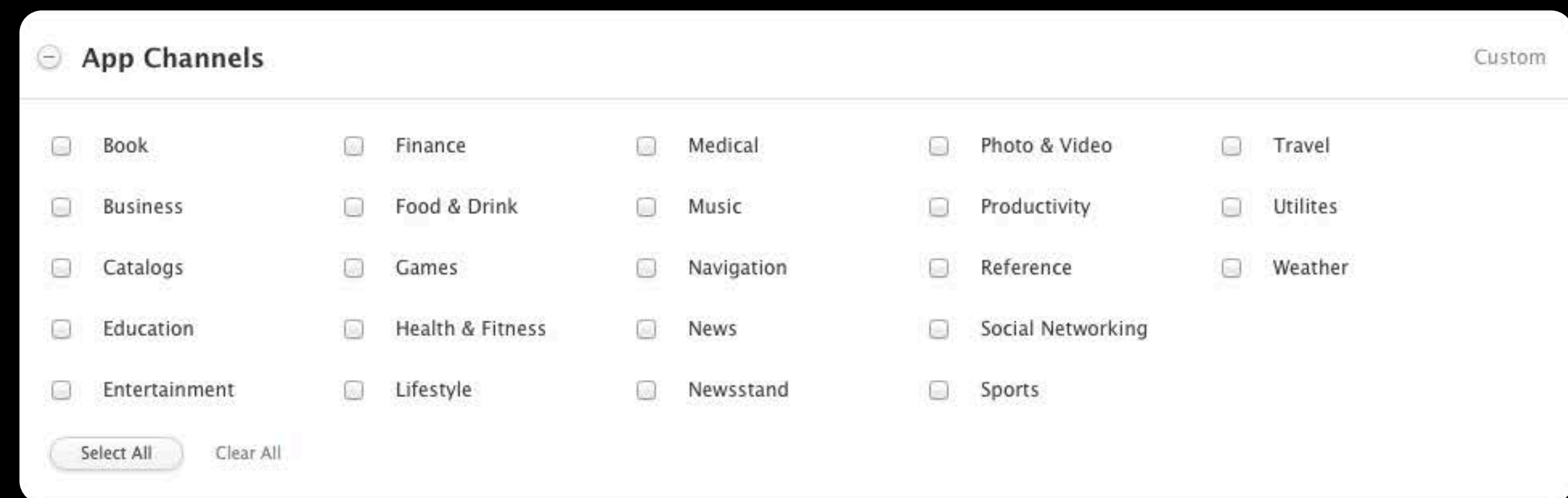
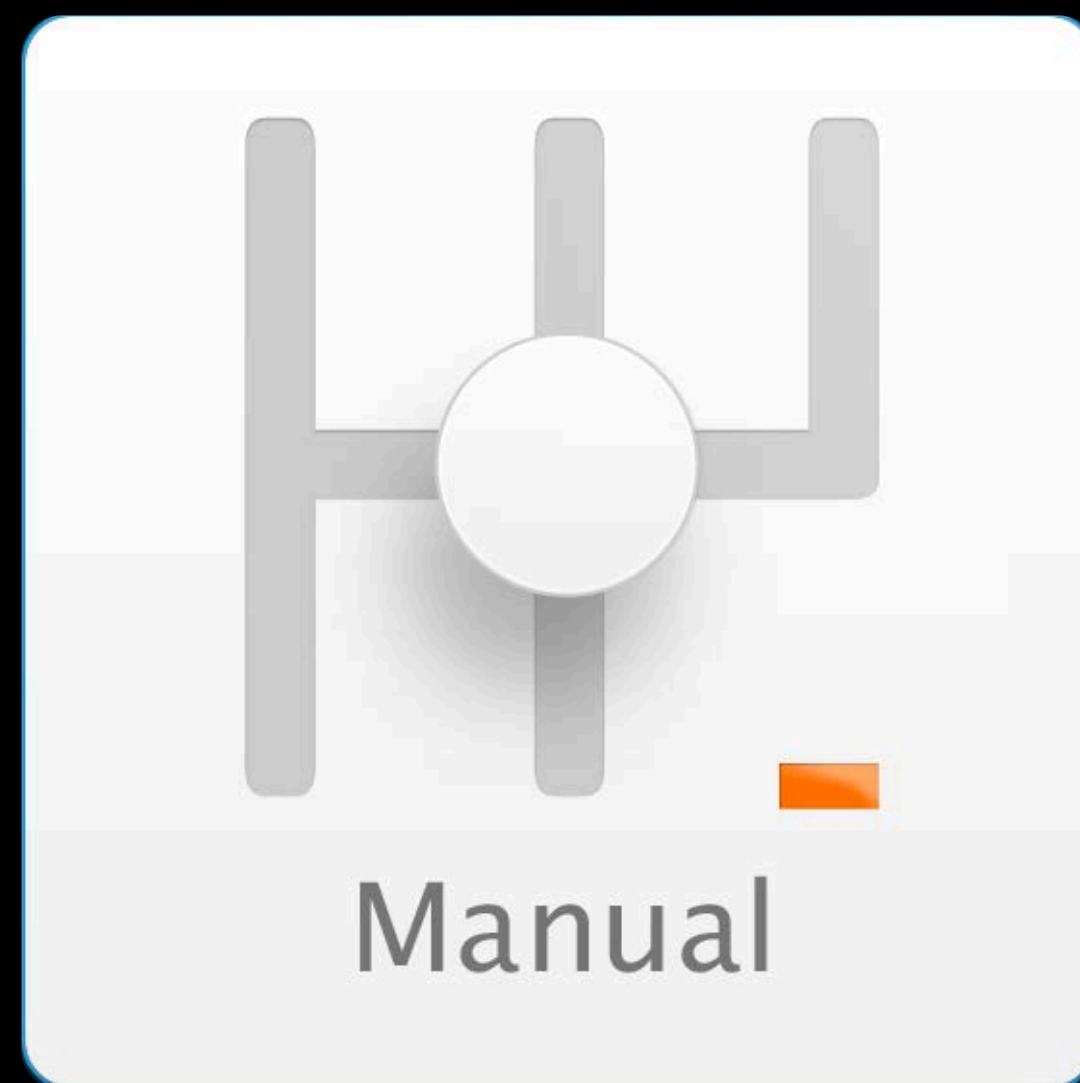
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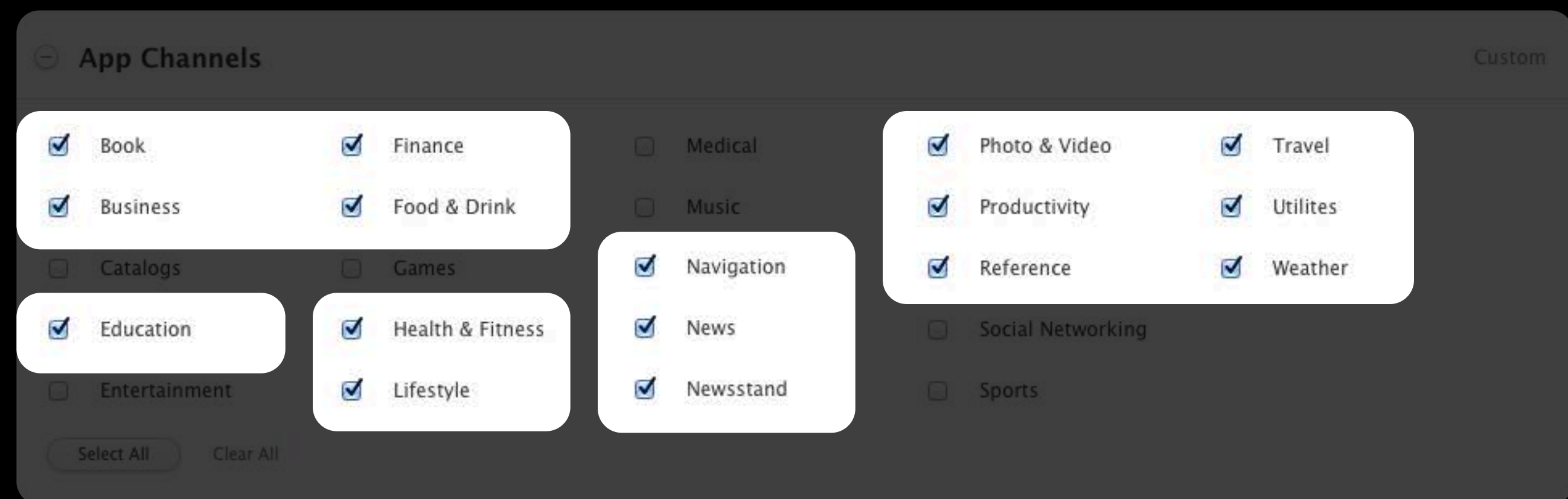
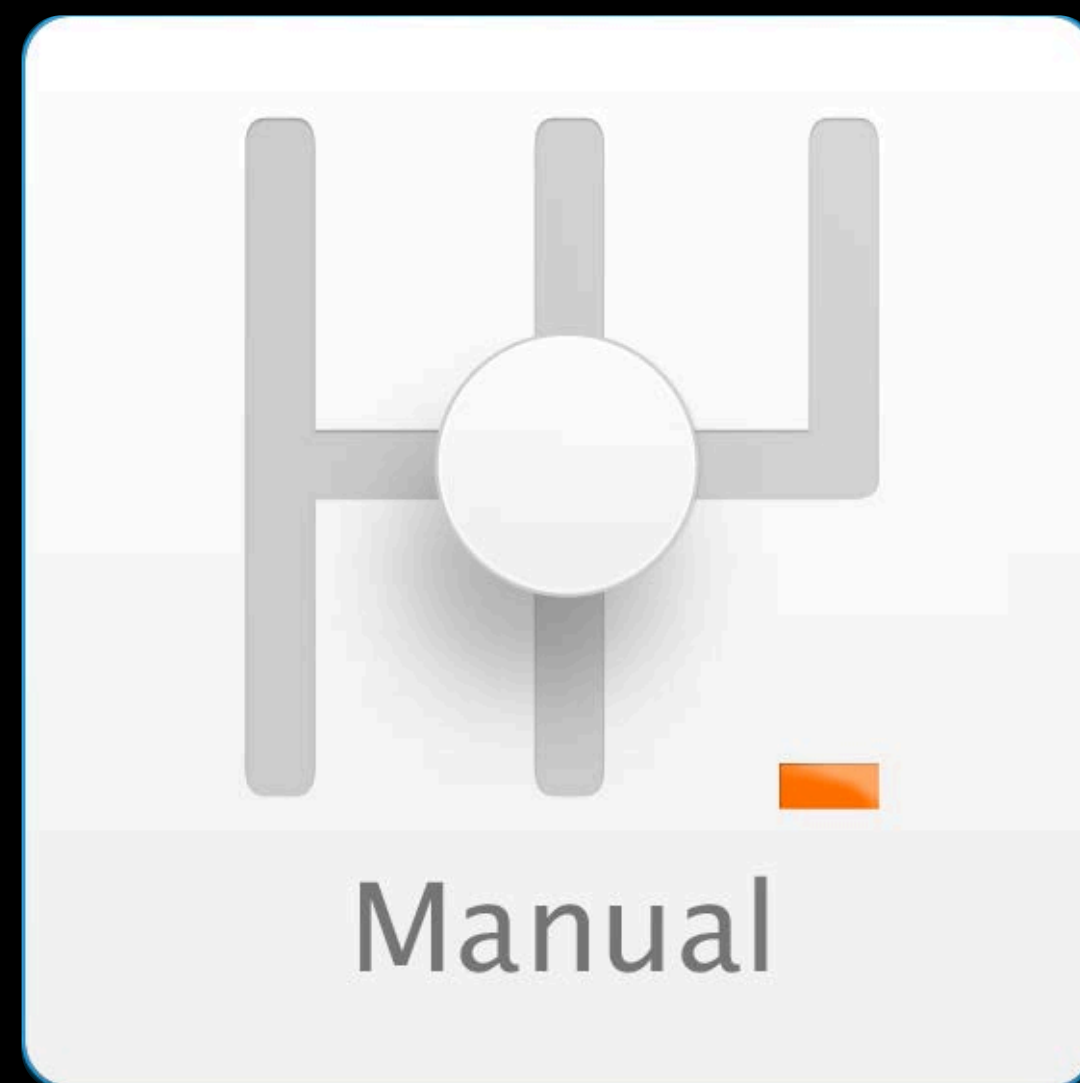
Select an Audience

App Channels—Where do you want your ad to appear?



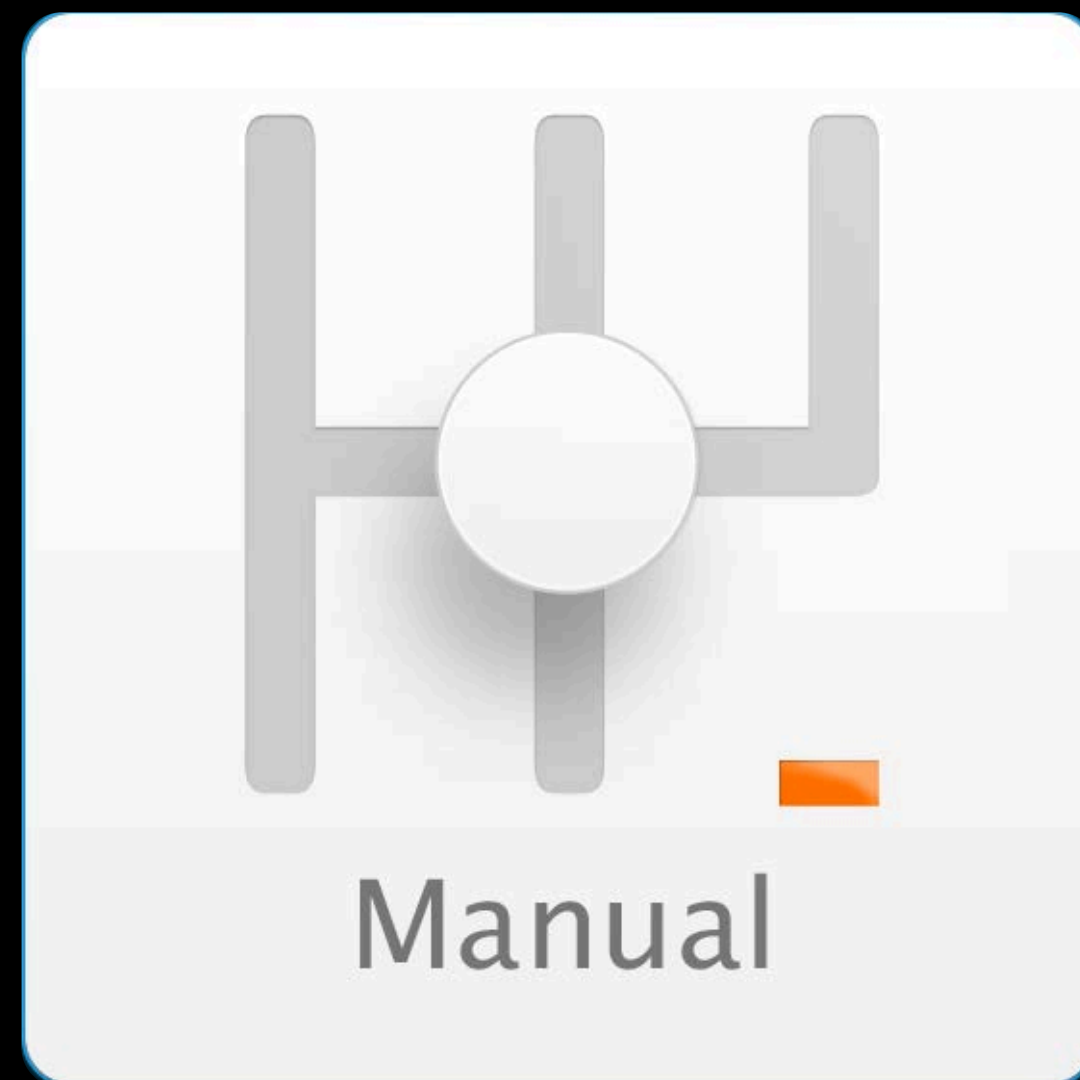
Select an Audience

App Channels—Where do you want your ad to appear?



Select an Audience

Manual Targeting—Options



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Monday-Sunday

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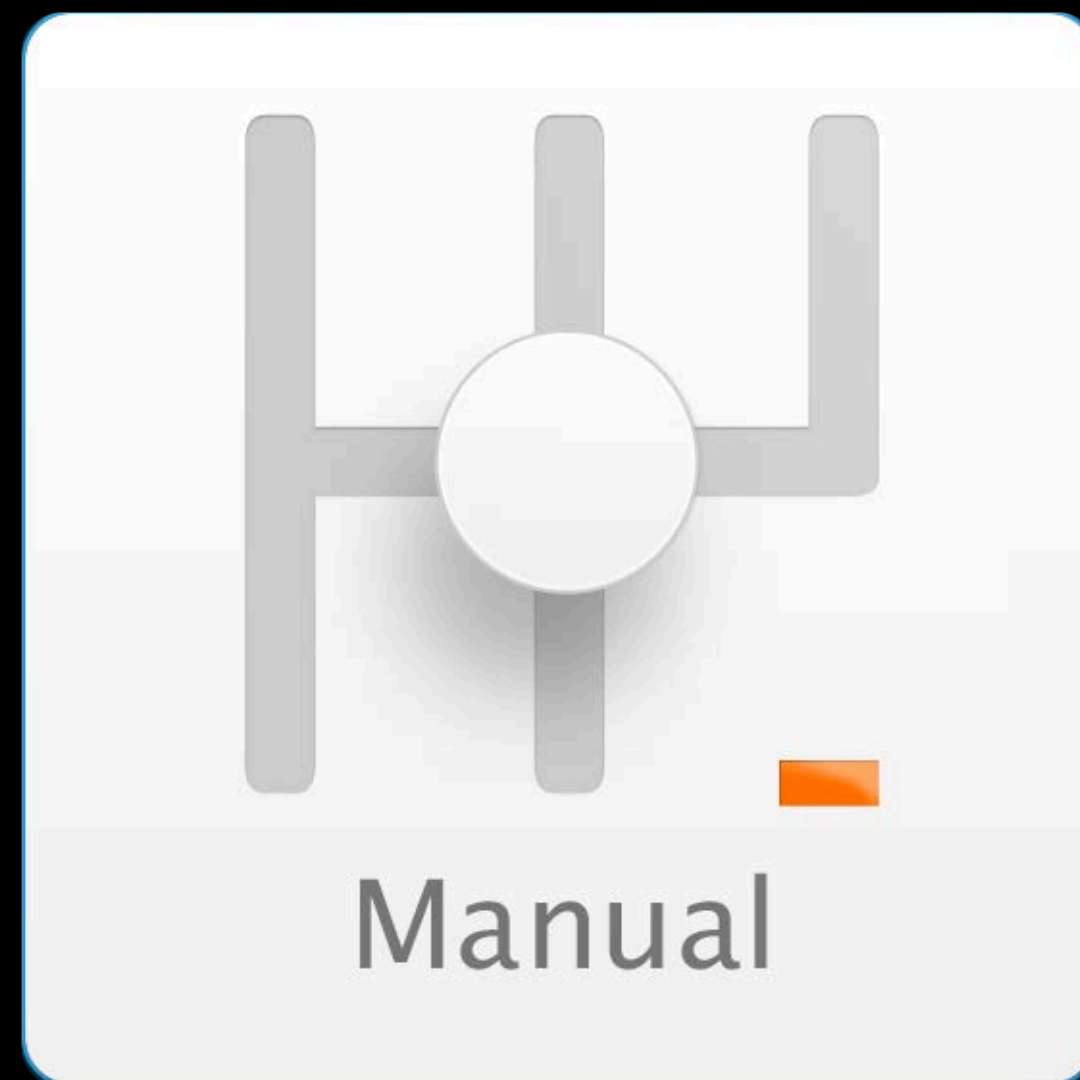
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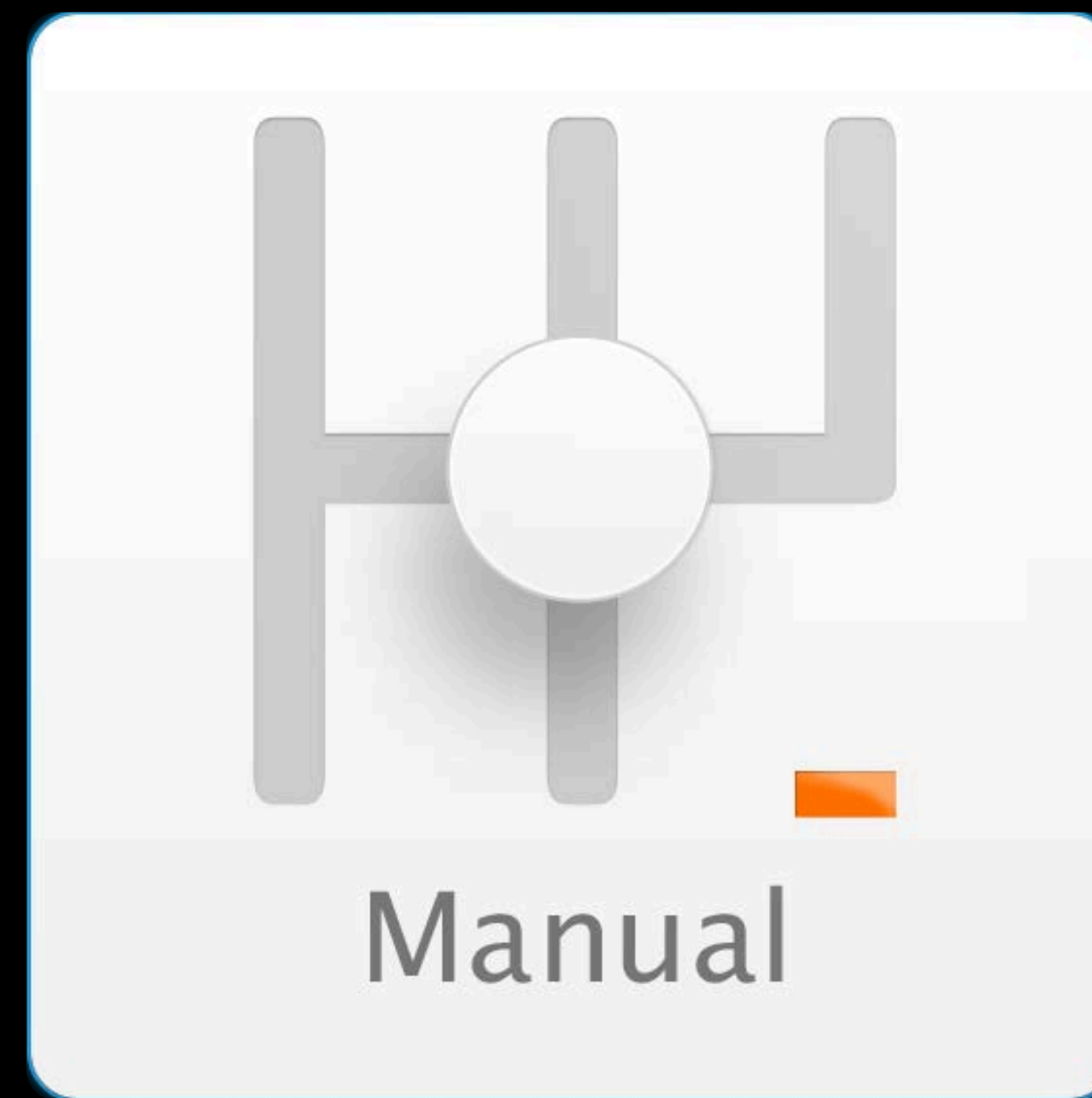
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Select an Audience



Creating a Campaign



Creating a Campaign



Set a Budget

- How long?
- How much?
- At what price?

Set a Budget

How long?


Start Date
End Date

2 Select Line Flight Dates
Select the start and end date of your line.

Start Date: 06/17/2013
End Date: 07/31/2013

3 Enter a Line Budget
Use this tool to adjust your line budget and bid to meet your line goals. [Learn More](#)

Budget (USD)	Daily Spend Goal (USD)	CPC Bid (USD)	CPA	CPC	Calculate
10,000.00	1,000.00	0.30			



Estimated Audience Reach		Impressions 10,974,000	Taps 37,000	Downloads 2,935
--------------------------	---------------------------------------------------------------------------------------	----------------------------------	-----------------------	---------------------------

Set a Budget

How long?


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How much?


Budget
Daily Spend Goal

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Budget (USD) 10,000.00	Daily Spend Goal (USD) 1,000.00	CPC Bid (USD) 0.30	CPA <input checked="" type="radio"/> CPC <input type="radio"/>	Calculate
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How much?

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Daily Spend Goal


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Daily Spend Goal (USD): 1,000.00

CPA CPC Calculate

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What price?

Cost per Click
(CPC)


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CPA CPC Calculate

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Estimated Audience Reach  Impressions: 10,974,000 Taps: 37,000 Downloads: 2,935

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What price?


Cost per
Acquisition
(CPA)

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Budget (USD)	Daily Spend Goal (USD)	CPA Goal (USD)		
10,000.00	1,000.00	2.50	CPA	Calculate

Estimated Audience Reach		Impressions 16,616,000	Taps 56,100	Downloads 4,444
--------------------------	---------------------------------------------------------------------------------------	---------------------------	----------------	--------------------

Set a Budget

What price?


Cost per
Acquisition
(CPA)

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Budget (USD) 10,000.00	Daily Spend Goal (USD) 1,000.00	CPA Goal (USD) 2.50	<input checked="" type="radio"/> CPA <input type="radio"/> CPE	<input type="button" value="Calculate"/>
----------------------------------	-------------------------------------------	-------------------------------	----------------------------------------------------------------	------------------------------------------

Estimated Audience Reach 

Impressions 16,616,000	Taps 56,100	Downloads 4,444
----------------------------------	-----------------------	---------------------------

Set a Budget

What can you expect?

Impressions

Taps


Downloads

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What can you expect?

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Estimated Audience Reach		Impressions 16,616,000	Taps 56,100	Downloads 4,444
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Creating a Campaign



Creating a Campaign



Add Banners

Upload your own

The screenshot shows the 'iAd Workbench' interface for creating a banner. At the top, the title 'iAd Workbench' is displayed. Below it, a breadcrumb trail shows 'Campaign Summary'. The main heading is 'Create a Banner' with a help icon, and a sub-heading reads 'Create a banner for your campaign.' A progress bar below the heading shows four steps: 'App Selection' (with 'MV_WWDC_1' below it), 'Targeting' (with 'Manual' below it), 'Banner' (the current step), and 'Summary'. The 'Banner' step is highlighted with a green line and a dot.

1 Select the Device
Your ad will run on the selected devices.

Three device options are shown: 'iPhone and iPod touch', 'iPad', and 'Universal'. The 'Universal' option is selected, indicated by a blue border around its icon.

2 Select a Banner
Use a template, upload your own artwork, or [reuse a banner from a previous campaign.](#)

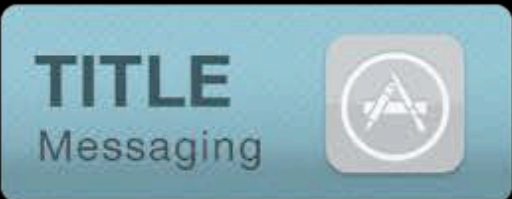
Two tabs are visible: 'Choose a Template' and 'Upload Your Own'. The 'Choose a Template' tab is active, showing five banner templates, each with an 'Upload' button:

- 3.5-inch and 4-inch Retina Display Portrait Mode**
640 x 100 pixels (max. 300KB)
- 3.5-inch Retina Display Landscape Mode**
960 x 64 pixels (max. 300KB)
- 4-inch Retina Display Landscape Mode**
1136 x 64 pixels (max. 300KB)
- iPad Display Portrait Mode**
1536 x 132 pixels (max. 300KB)
- iPad Display Landscape Mode**
2048 x 132 pixels (max. 300KB)

Add Banners

Choose a template

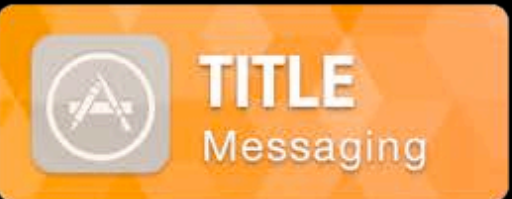
Five Templates
with Five Colors



Denim



Moss



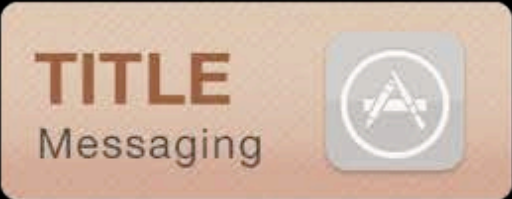
Tangerine



Marigold



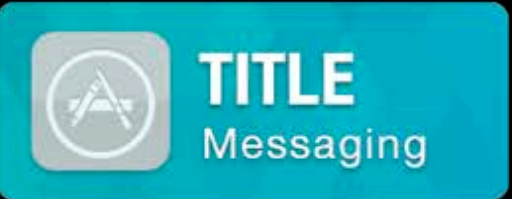
Varsity



Brine



Truffle



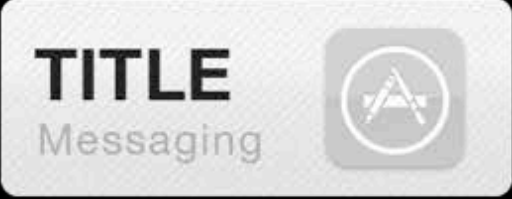
Nile



Jetset



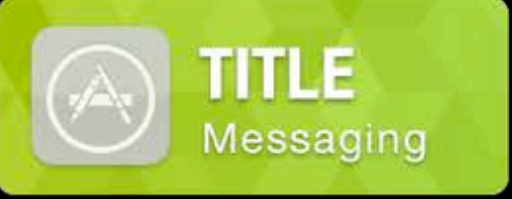
Clockwork



Daikon



Mono



Kiwi



Lomo



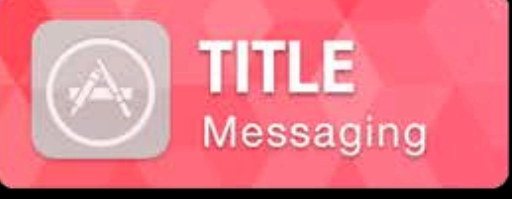
Matcha



Poppy



Nacho



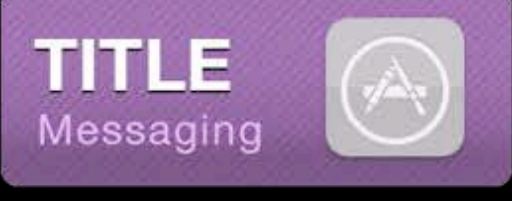
Carnival



Avocado



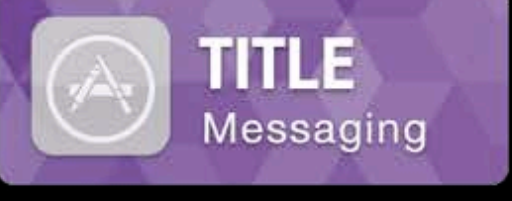
Licorice



Eggplant



Lagoon



1999



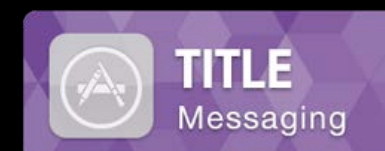
Midnight



Camp

Add Banners

Choose a template

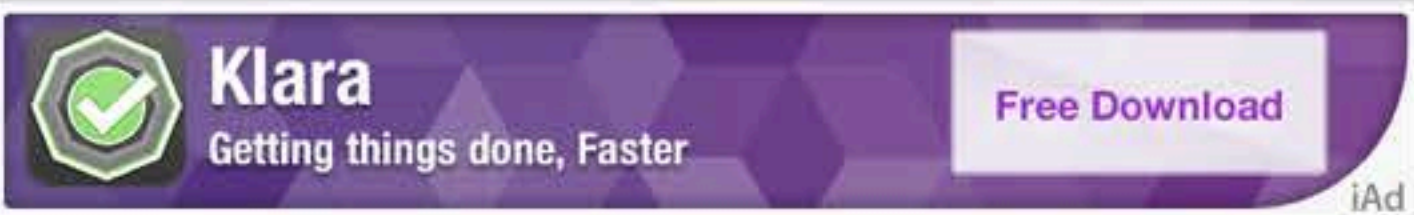


Add Banners

Choose a template

2 Select a Banner ?
Use a template, upload your own artwork, or [reuse a banner from a previous campaign](#).

[Choose a Template](#) [Upload Your Own](#)



[Replay](#) [View All Sizes](#) iPhone and iPod touch Portrait Mode 640x100 iAd

TITLE Messaging **TITLE Messaging** **TITLE Messaging** **TITLE Messaging** 4 of 5

Provide a Message
Create a short, impactful message for your banner.

Title	Message
<input type="text" value="Klara"/>	<input type="text" value="Getting things done, Faster"/>

Choose a Call to Action
Choose an existing call to action or create your own.

<input type="text" value="Custom..."/>	<input type="text" value="Free Download"/>
----------------------------------------	--------------------------------------------

Name the Banner
Choose a Banner Name

3 Assign Banners to Lines ?
Only banners assigned to a line will go live.

[All \(1\)](#)

Add Banners

Choose a template

Title

The screenshot shows a user interface for selecting a banner. At the top, it says "2 Select a Banner" with a sub-instruction: "Use a template, upload your own artwork, or reuse a banner from a previous campaign." There are two tabs: "Choose a Template" (active) and "Upload Your Own".

The main content area displays a preview of a banner for "Klara" with the text "Getting things done, Faster" and a "Free Download" button. Below the preview are controls for "Replay" and "View All Sizes" (specifying iPhone and iPod touch Portrait Mode 640x100).

Below the preview is a carousel of four banner templates, each labeled "TITLE Messaging". The first template is selected, and a right arrow indicates more options. A "4 of 5" indicator is at the bottom right of the carousel.

The "Provide a Message" section contains two input fields: "Title" (with "Klara" entered) and "Message" (with "Getting things done, Faster" entered). Below this is the "Choose a Call to Action" section, with a dropdown menu set to "Custom..." and an input field containing "Free Download".

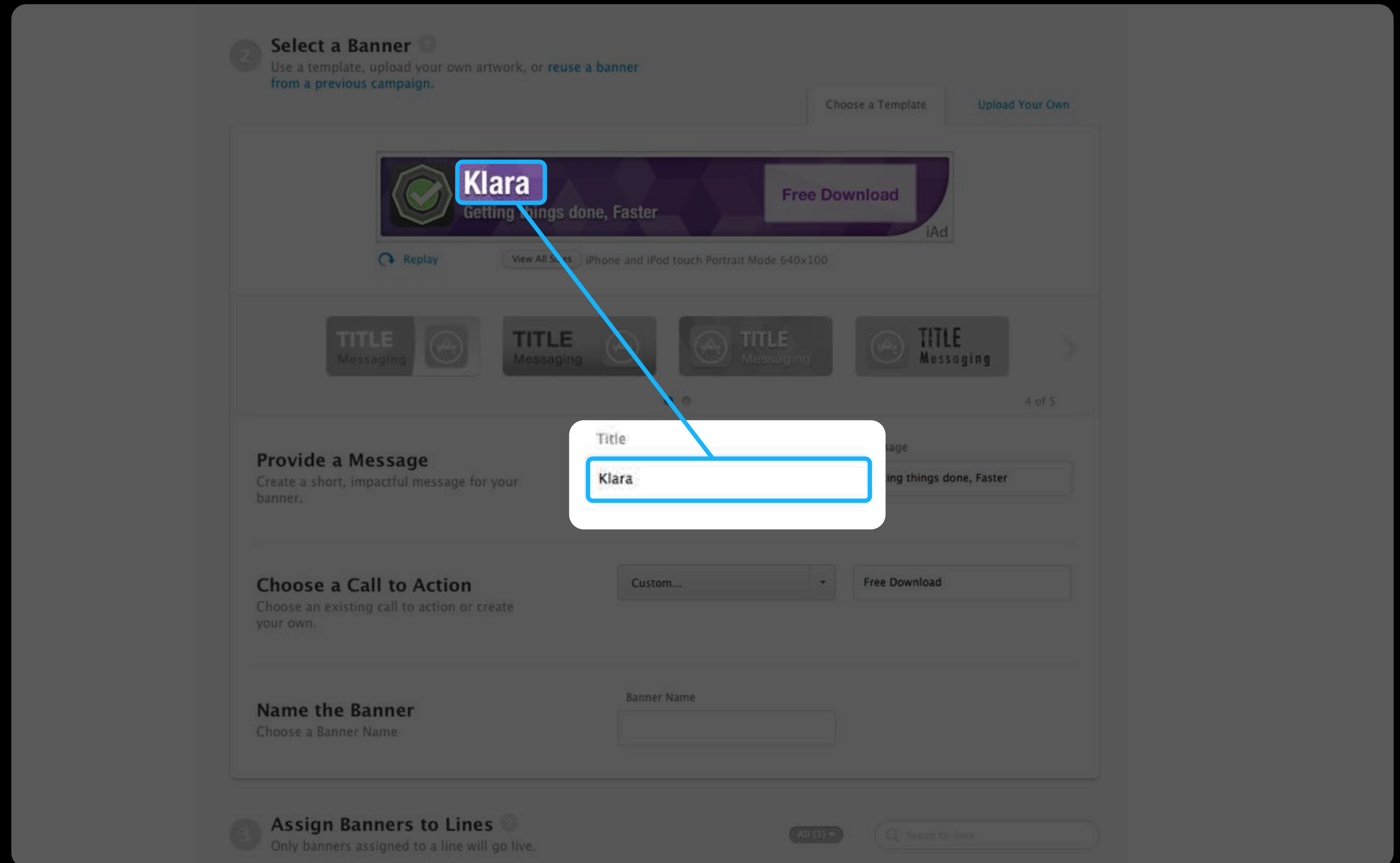
The "Name the Banner" section has a "Banner Name" input field.

At the bottom, it says "3 Assign Banners to Lines" with the instruction: "Only banners assigned to a line will go live." There is a dropdown menu showing "All (1)" and a search bar labeled "Search for lines".

Add Banners

Choose a template

Title




Add Banners

Choose a template

Message

2 Select a Banner
Use a template, upload your own artwork, or [reuse a banner from a previous campaign](#).

[Choose a Template](#) [Upload Your Own](#)



[Replay](#) [View All Sizes](#) iPhone and iPod touch Portrait Mode 640x100

TITLE Messaging **TITLE Messaging** **TITLE Messaging** **TITLE Messaging** 4 of 5

Provide a Message
Create a short, impactful message for your banner.

Title: Message:

Choose a Call to Action
Choose an existing call to action or create your own.

Name the Banner
Choose a Banner Name

3 Assign Banners to Lines
Only banners assigned to a line will go live.

[All \(1\)](#)

Add Banners

Choose a template

Message

The screenshot shows a multi-step banner creation process. Step 2, 'Select a Banner', is active. It features a preview of a banner with a purple background, a green checkmark icon, the text 'Klara', and a 'Free Download' button. Below the preview are four 'TITLE Messaging' templates. The 'Provide a Message' section has a text input field containing 'Klara'. The 'Choose a Call to Action' section has a dropdown menu set to 'Custom...' and a text input field containing 'Free Download'. The 'Name the Banner' section has an empty text input field. A blue callout box points to the 'Free Download' button in the banner preview, and a white callout box points to the 'Message' input field, both containing the text 'Getting things done, Faster'. The interface includes navigation buttons like 'Choose a Template' and 'Upload Your Own', and a search bar at the bottom.

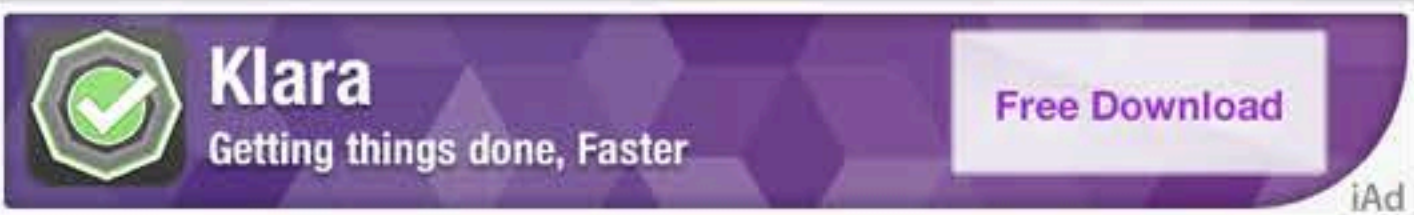
Add Banners

Choose a template

Call to Action

2 Select a Banner ?
Use a template, upload your own artwork, or [reuse a banner from a previous campaign](#).

[Choose a Template](#) [Upload Your Own](#)



[Replay](#) [View All Sizes](#) iPhone and iPod touch Portrait Mode 640x100 iAd

TITLE Messaging **TITLE Messaging** **TITLE Messaging** **TITLE Messaging** 4 of 5

Provide a Message
Create a short, impactful message for your banner.

Title	Message
<input type="text" value="Klara"/>	<input type="text" value="Getting things done, Faster"/>

Choose a Call to Action
Choose an existing call to action or create your own.

<input type="text" value="Custom..."/>	<input type="text" value="Free Download"/>
----------------------------------------	--------------------------------------------

Name the Banner
Choose a Banner Name

3 Assign Banners to Lines ?
Only banners assigned to a line will go live.

[All \(1\)](#)

Add Banners

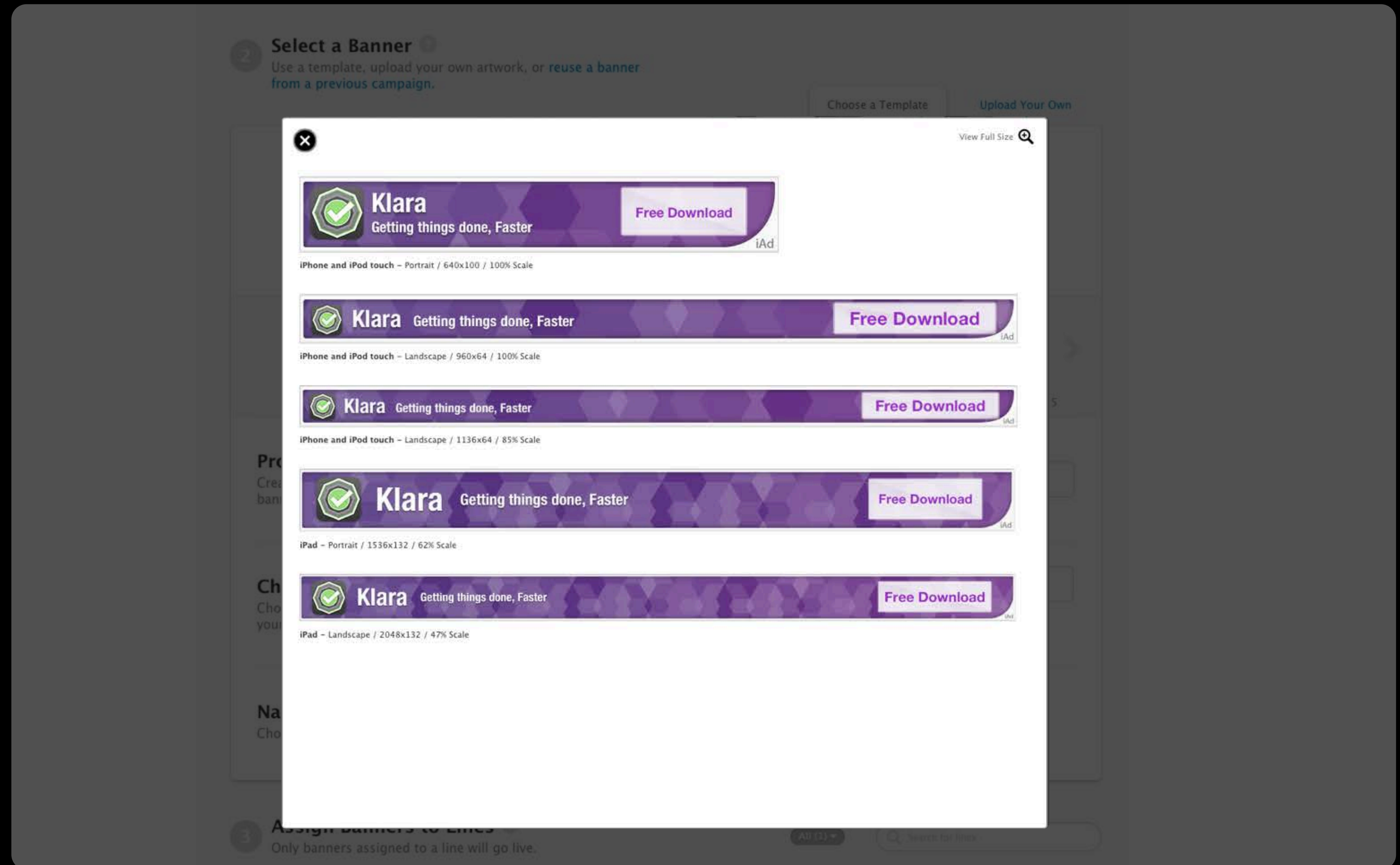
Choose a template

Call to Action

The screenshot shows a multi-step banner creation process. Step 2, 'Select a Banner', is active. It includes a 'Choose a Template' button and an 'Upload Your Own' button. A preview of a banner for 'Klara' is shown with a 'Free Download' button highlighted by a blue box and a line pointing to another 'Free Download' button in the 'Choose a Call to Action' section. Below the preview are four 'TITLE Messaging' thumbnails. The 'Provide a Message' section has input fields for 'Title' (Klara) and 'Message' (Getting things done, Faster). The 'Choose a Call to Action' section has a dropdown menu set to 'Custom...' and a 'Free Download' button highlighted. The 'Name the Banner' section has an empty 'Banner Name' input field. Step 3, 'Assign Banners to Lines', is partially visible at the bottom.

Add Banners

Choose a template—Preview for all devices





Creating a Campaign



Creating a Campaign



Campaign Summary

Apple iAd Workbench

Home > Campaign Summary


Campaign Summary

Review the details for your campaign.

App Selection Targeting Banner Summary

Klara_1 Manual 2 ✓

App and Campaign Name

 Klara
Klara_ProdPack_1

Targeting

Create Line

Line 1 (2 banners) New ⚙️


Flight Dates	Budget (USD)	Daily Spend Goal (USD)	CPA Goal (USD)	CPC Bid (USD)
06/17/2013-07/31/2013	10,000.00	1,000.00	-	0.50

Targeting Summary 1 of 2


Banners

Create Banner


B1 (2 lines) Ready To Submit ⚙️



Campaign Summary

App and Campaign Name  Klara
Klara_ProdPack_1


Targeting Create Line


Line 1 (2 banners) New 

Flight Dates	Budget (USD)	Daily Spend Goal (USD)	CPA Goal (USD)	CPC Bid (USD)
06/17/2013-07/31/2013	10,000.00	1,000.00	-	0.50

Targeting Summary 1 of 2

Banners Create Banner

B1 (2 lines) Ready To Submit 



iPhone and iPod touch Portrait Mode 640x100

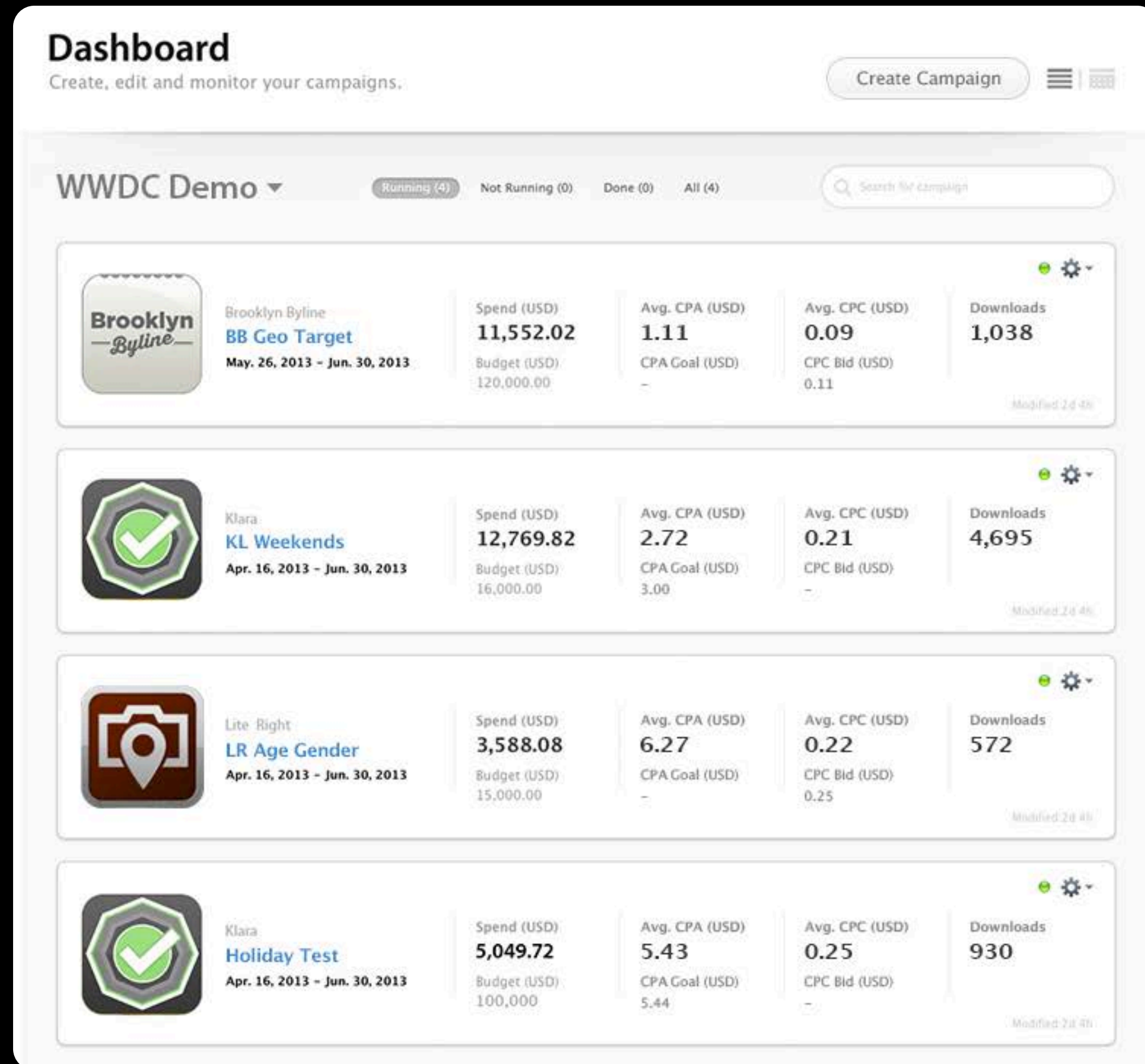
Banner Summary 1 of 2

Save Submit

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Managing Performance

Dashboard and Drill-downs



Dashboard

Macro-view of the account
Monitor campaigns
Create campaigns



Drill-downs

Granular reporting
Flexible data comparison tools
Insightful visuals

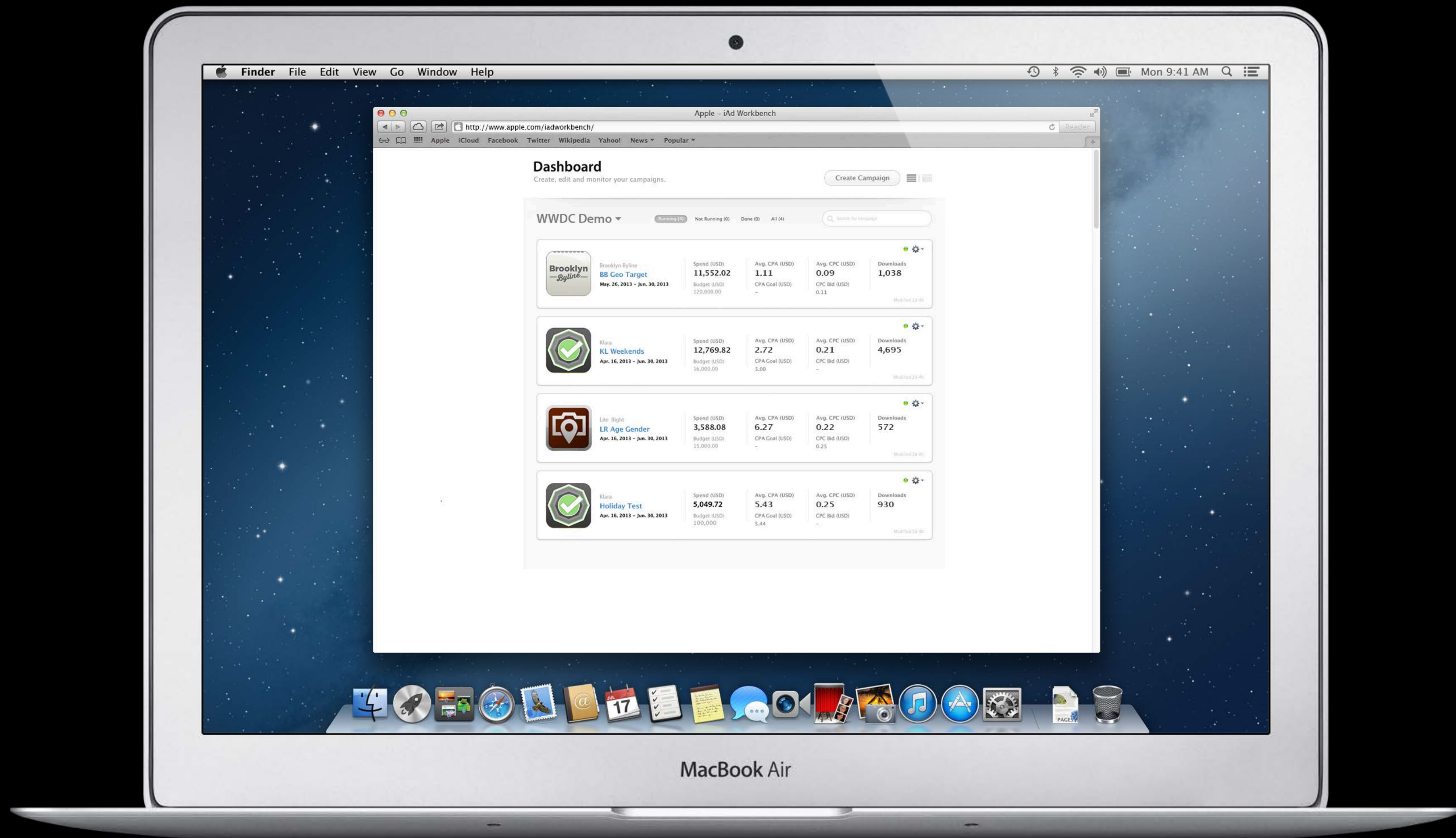
Demo

Managing Performance

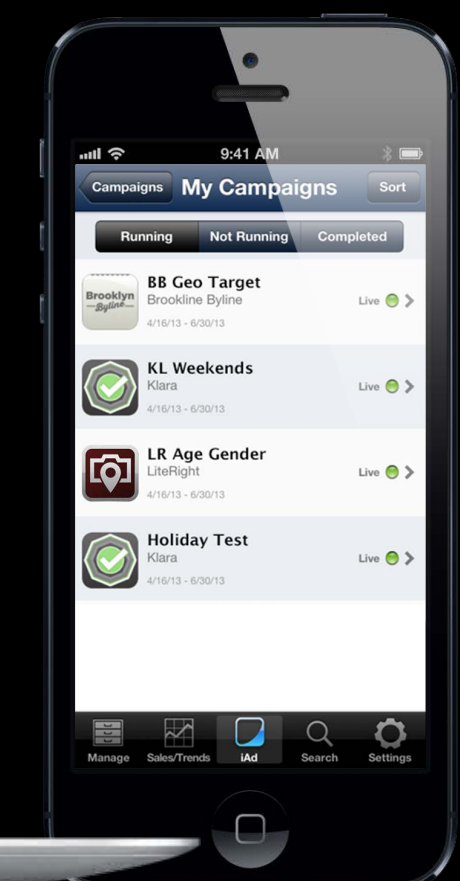
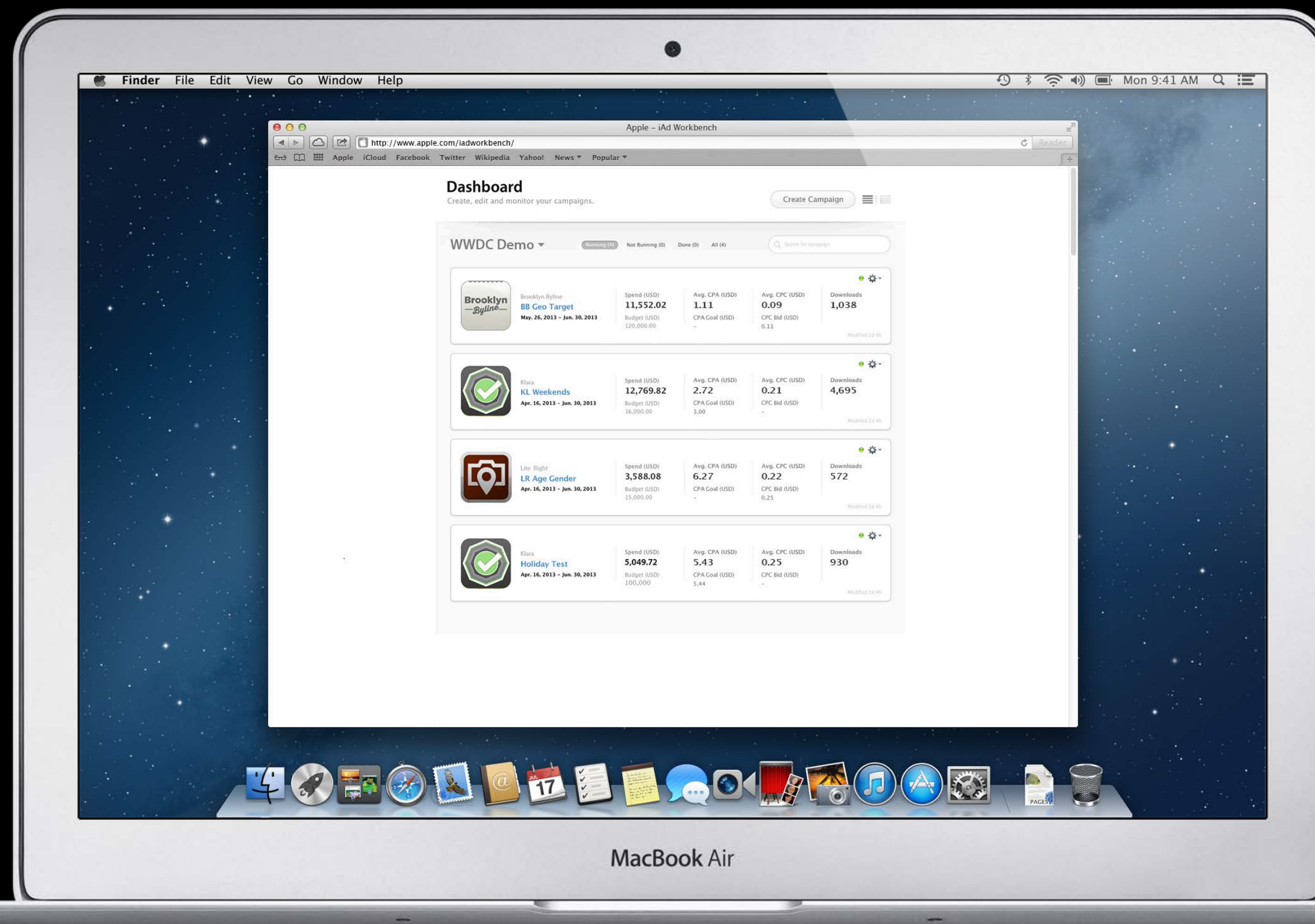
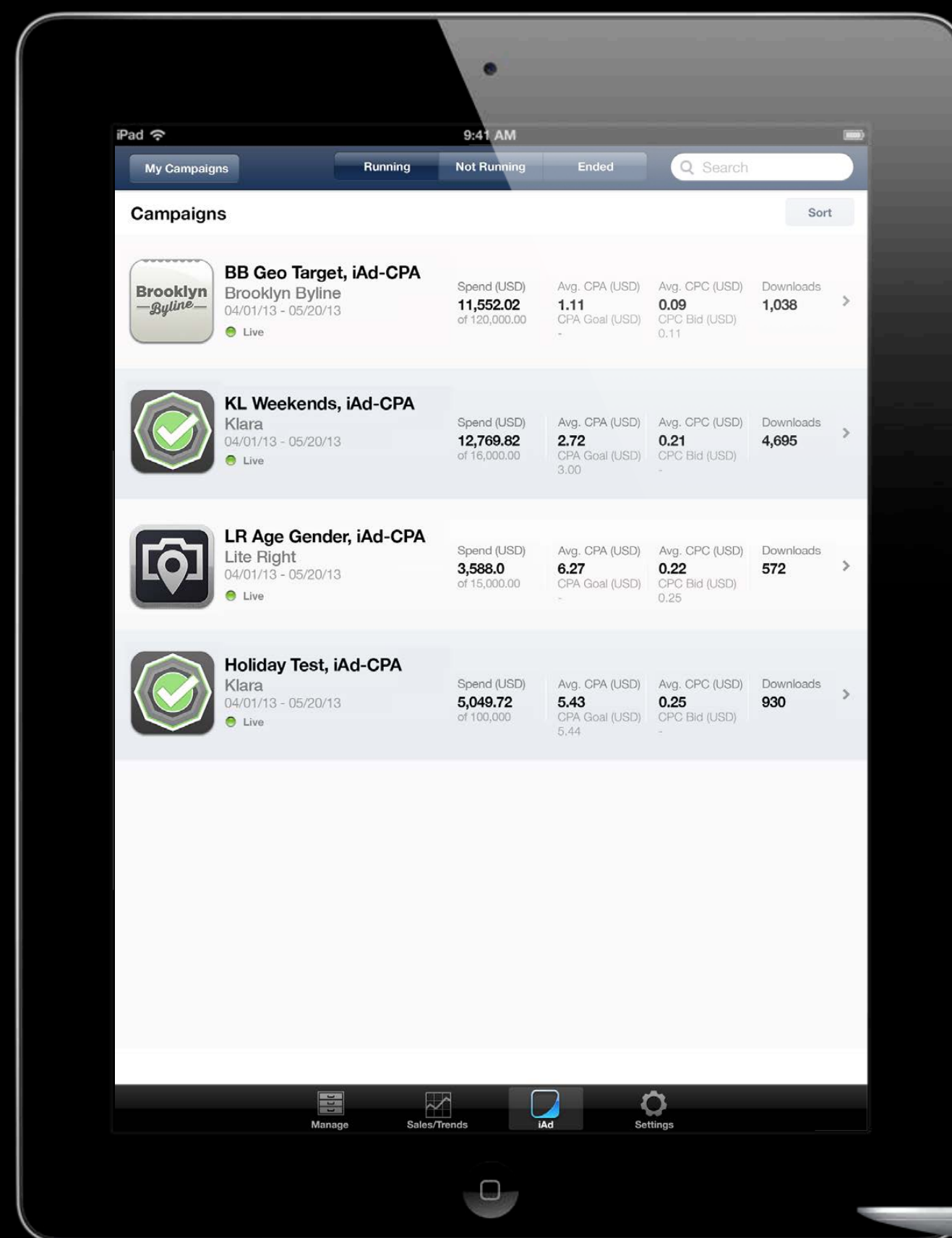
Vineet Gossain

iAd Engineering

Available Now!



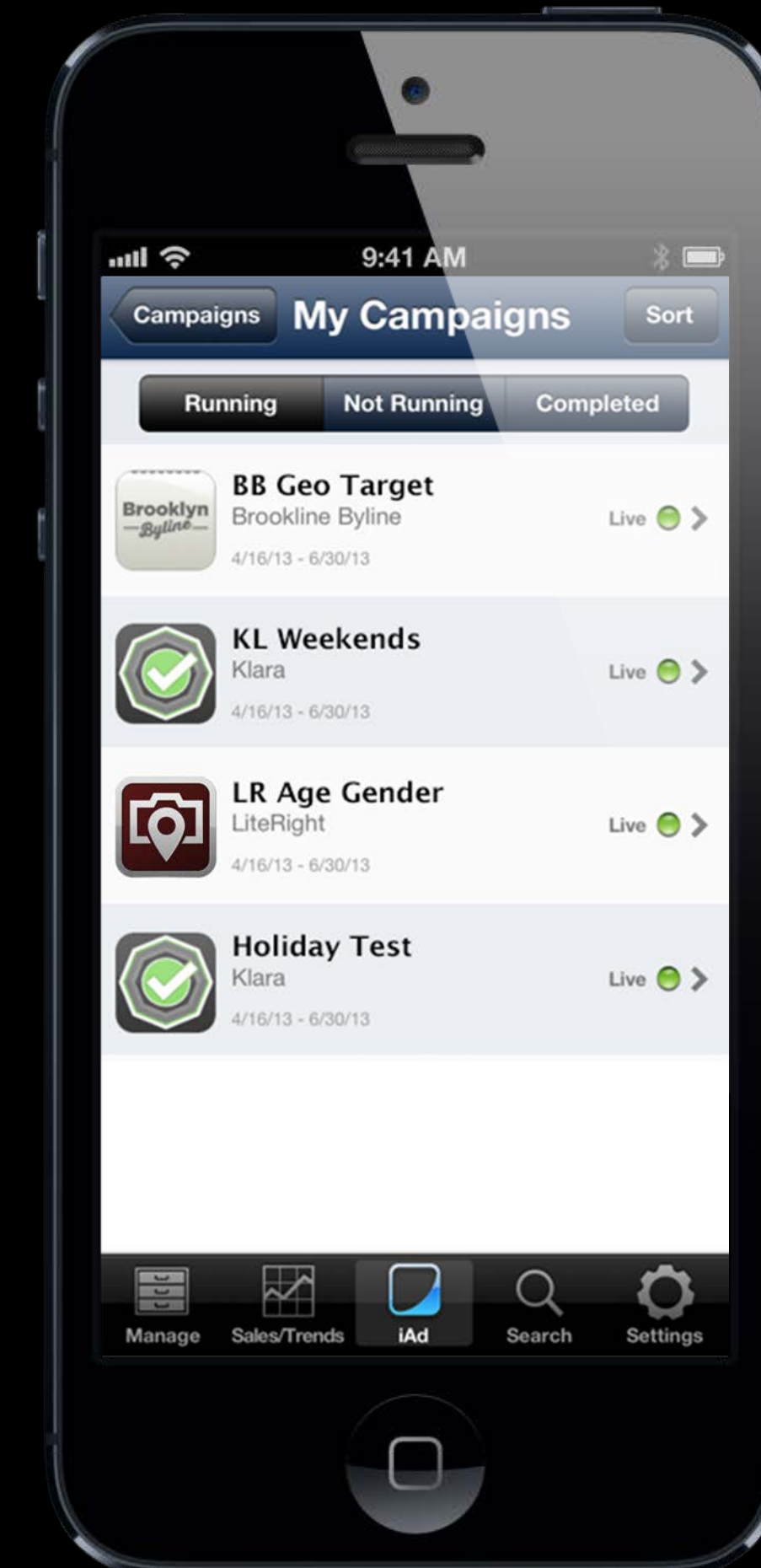
Coming This Fall...



Overview

Manage and optimize campaigns on-the-go

- Access to actionable info
 - Dashboard
 - Drill-downs
 - Alerts and Notifications
- Take action
 - Update dates, budgets, and bids
 - Pause/Unpause







Coming This Fall
But we can do a
demo for you now

Demo

iAd Workbench for iOS

Mike Amirault

iTunes Store Engineering



iAd Workbench

iadworkbench.apple.com

Related Sessions

Introduction to iBooks Author Widget and iAd Rich Media Ad
Development with iAd Producer 4

Russian Hill
Wednesday 11:30AM

Building Advanced iBooks HTML5 Widgets and iAd Rich Media Ads

Russian Hill
Wednesday 3:15PM

iAd Integration and Best Practices

Russian Hill
Thursday 2:00PM

Labs

iAd Technologies

Media Lab A
Tuesday 3:15PM

iAd Technologies

Media Lab A
Wednesday 12:45PM

iAd Technologies

Media Lab A
Thursday 3:15PM

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Apple Developer Forums
<http://devforums.apple.com>

 WWDC2013